

CARTING AWAY THE OCEANS

7



GREENPEACE

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Special thanks to John Hocevar

Greenpeace is an independent campaigning organization that acts to expose global environmental problems and achieve solutions that are essential to a green and peaceful future.

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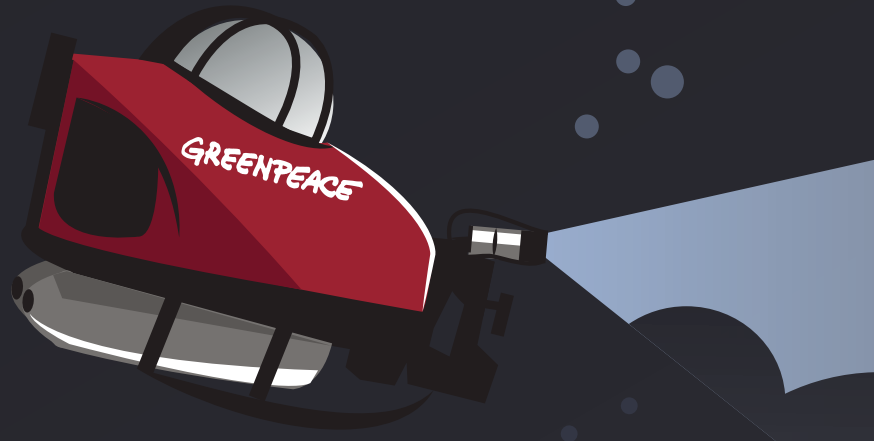


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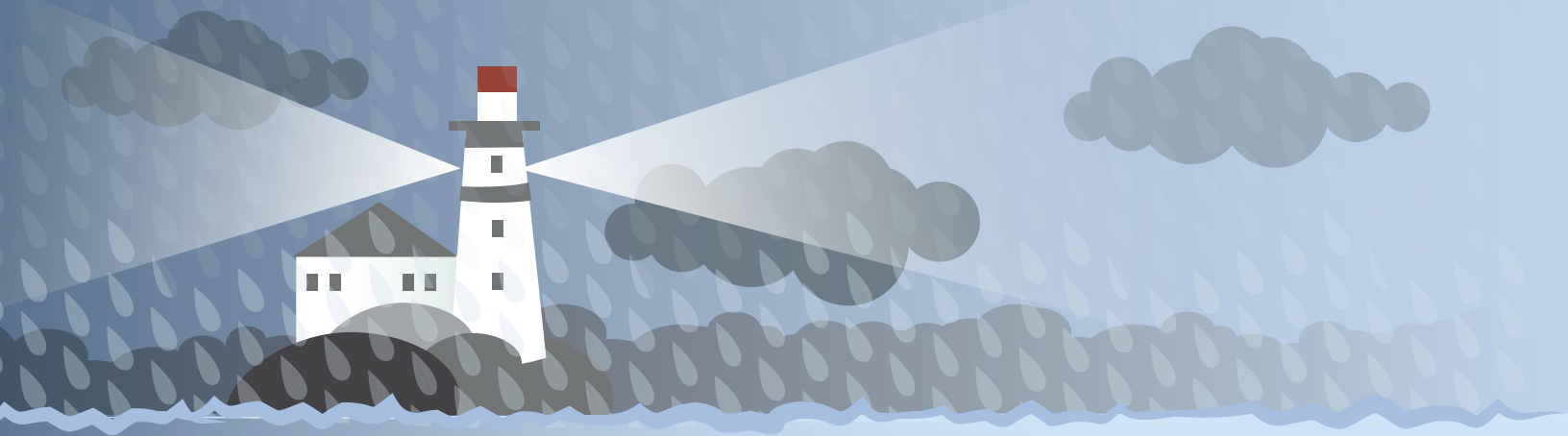
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Introduction

The year 2013 will be a monumental one for our oceans. The planet continues to suffer: the plagues of overcapacity, destructive fishing, and political myopia place our oceans in greater danger than ever before. Yet we can still find causes to celebrate, such as new environmental champions arising and greater steps being taken in the name of sustainability, equitability, and progress.

The global devastation wrought by industrialized fishing continues, despite the overwhelming evidence of its negative impacts and strong warnings from the scientific community. Populations of the ocean's apex predators—sharks, tuna, swordfish, and similar animals—have dropped by as much as 90% over the past half-century. Bycatch remains a scandalous problem: every day, an enormous portion of the world's total seafood catch is tossed overboard due to inefficient, indiscriminate fishing methods. The worst of the destructive fishing practices, bottom trawling, is responsible for 80% of all bycatch incurred globally.

Over the past year, however, we have seen tremendous progress here in the United States. This seventh iteration of Greenpeace's Carting

Away the Oceans (CATO) project has been written under a new motif—one that lends itself to a slightly softer and more humorous tone. This is no coincidence, because for the first time, we truly do have more good news than bad news to report. There is still a great deal of work to be done, but let's take a minute to raise a glass in acknowledgement of some of the truly remarkable stories of this past year:

- Through a combination of instituting progressive sourcing policies, participating in political initiatives, and eliminating numerous red list items, Greenpeace's old nemesis **Trader Joe's** has skyrocketed 13 places up the rankings to capture the bronze medal and join **Whole Foods** and **Safeway** in the CATO green zone.
- The world's foremost retail giant, **Walmart**, has introduced both fish aggregating device (FAD)-free skipjack and pole-and-line albacore in more than 3,000 stores across the country, making affordable and responsibly caught canned tuna available to the majority of the population of the United States.
- By continuing to improve its overall practices, **Whole Foods** has recaptured the top spot in this year's CATO rankings, an honor that the grocery chain has not held since 2008.



- An unprecedented 18 out of 20 CATO retailers actively participated in this year's survey, breaking the previous record of 17 and leaving only two recalcitrant companies—**Publix** and **BI-LO**—out in the cold.
- This year's average overall CATO score is 5.53—the highest average score in the history of this report, and a powerful testament to the overall progress of the U.S. retail sector.
- Three extremely different retailers—**Wegmans**, **SUPERVALU**, and **Trader Joe's**—have taken strong stands to protect the delicate Zhemchug and Pribilof Canyons of the Bering Sea.

It is clear that certain markets have become deeply invested in making better decisions and providing safer, more sustainable seafood options for their customers. At the same time, an opposing and dismal truth has become impossible to ignore: there are still a few seafood retailers out there that have yet to take any responsibility for the seafood they sell, or for the damage they are doing to our oceans.

Consumers deserve to be able to purchase seafood from retailers that care about the condition of our oceans, and that properly steward our marine resources. The days of selling fish with no regard for the environment are over. Companies have two choices—either implement strong seafood policies and become leaders, or ignore reality and continue their unsustainable seafood practices until many popular seafood items are no longer available. And increasingly, if retailers choose the latter course, they will reap the wrath of a consumer public that has simply had enough.

The Canned Tuna Chain of Custody

Longliner

Albacore (“solid white”) and yellowfin tunas are generally caught on longlines: thick plastic ropes attached to thousands of individual hooks in series. Conventional longlines can stretch for miles, kill countless seabirds and sharks every year, and are one of the biggest threats to endangered leatherback turtles. Greenpeace is calling on fishing companies to adopt best practices that will greatly reduce these impacts and protect oceanic ecosystems.

Purse Seiner

Most skipjack (“chunk light”) tuna is caught by purse seine vessels, many of which employ fish aggregating devices, or FADs—floating objects that attract far more than just skipjack. FAD-associated purse seiners slaughter tens of thousands of sharks, rays, juvenile bigeye tuna, and other threatened animals every year. Greenpeace is campaigning for companies like Chicken of the Sea, Starkist, and Bumblebee to abandon FADs and to adopt more sustainable fishing methods.

Transshipper

Much of the pirate fishing activity within the tuna sector is hidden by transshipping—vessels at sea transferring fish from one to another, often without any sort of observer coverage. This practice compounds the opacity of the seafood chain of custody and makes tracing a product to its source extremely difficult. Progressive companies are abandoning transshipping in favor of more defensible and transparent protocols that allow them to stand behind their product.

Cannery

Traceability in the tuna chain of custody is often compromised at the cannery. Unless careful and transparent records are kept and rigorous protocols are followed, canneries can combine various loads and species of tuna together, creating a highly opaque product and making it difficult for consumers to make sustainable choices.



Retailer

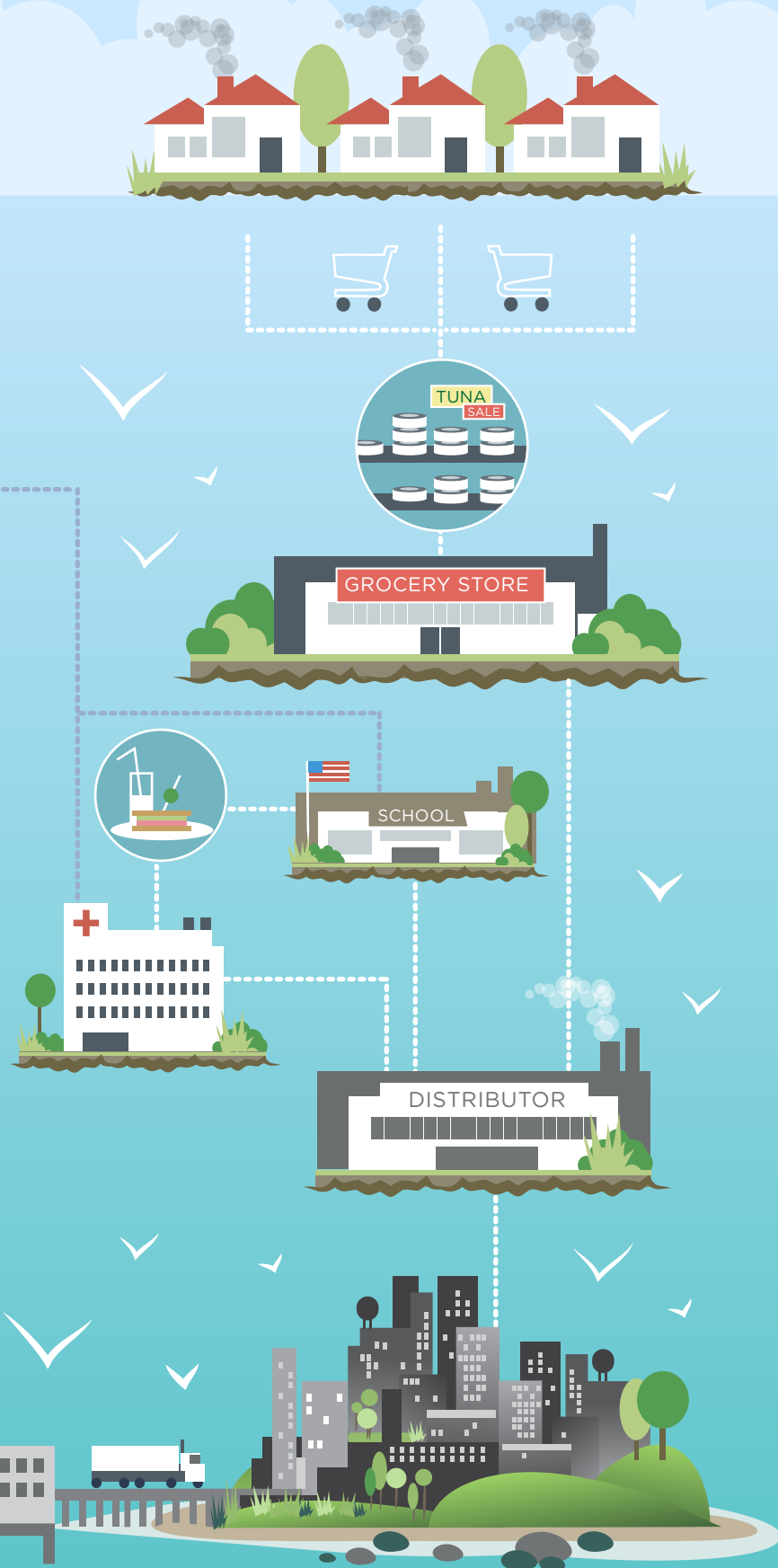
Nearly half of all seafood consumed in the United States is purchased at grocery stores. Greenpeace is calling on retailers to implement policies that will help customers make sustainable and responsible choices when buying canned tuna. Companies like Whole Foods, Safeway, and Walmart have introduced positive options in this area, but other companies like Kroger and BI-LO still refuse to do so.

Food Service

Institutions like hospitals, schools, and corporate campuses generally rely on external companies to operate their kitchens and dining rooms. Collectively, these food service providers (most notably Compass, Aramark, and Sodexo) use a vast amount of seafood. Greenpeace is currently exploring this industry and sincerely hopes to see significant positive changes in the coming year.

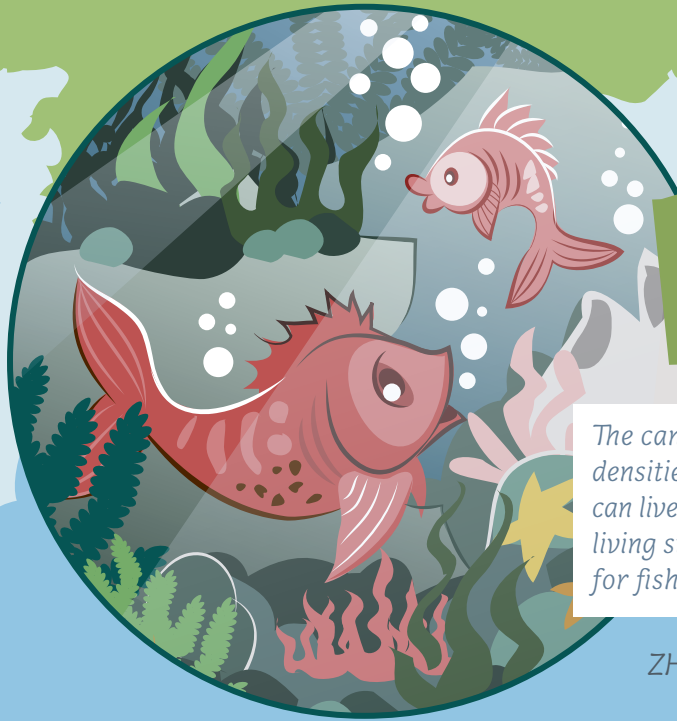
Import Point

The first point of control for seafood entering the United States is at the border, where unfortunately, less than 2 percent of all imported seafood is inspected. Greenpeace is calling on retailers, policymakers, and consumers to support critical traceability legislation like the SAFE Seafood Act, which will help close our borders to illegal, unregulated, and unreported (IUU) seafood and keep our oceans healthy and productive.



THE BERING SEA

AMERICA'S FISH BASKET



The Bering Sea is one of the most productive large marine ecosystems in the world—home to hundreds of species including whales, walrus, sea lions, fur seals, fish, and seabirds.

The canyons contain unusually high densities of corals and sponges, animals that can live for hundreds of years. These complex living structures provide important habitat for fish, crabs, and other marine life.

ZHEMCHUG CANYON

The fur seals of the Pribilof Islands could be headed for the endangered species list. The population has declined by more than 50% since the 1950s; pup production has continued to decline 5.2% per year since 1998.

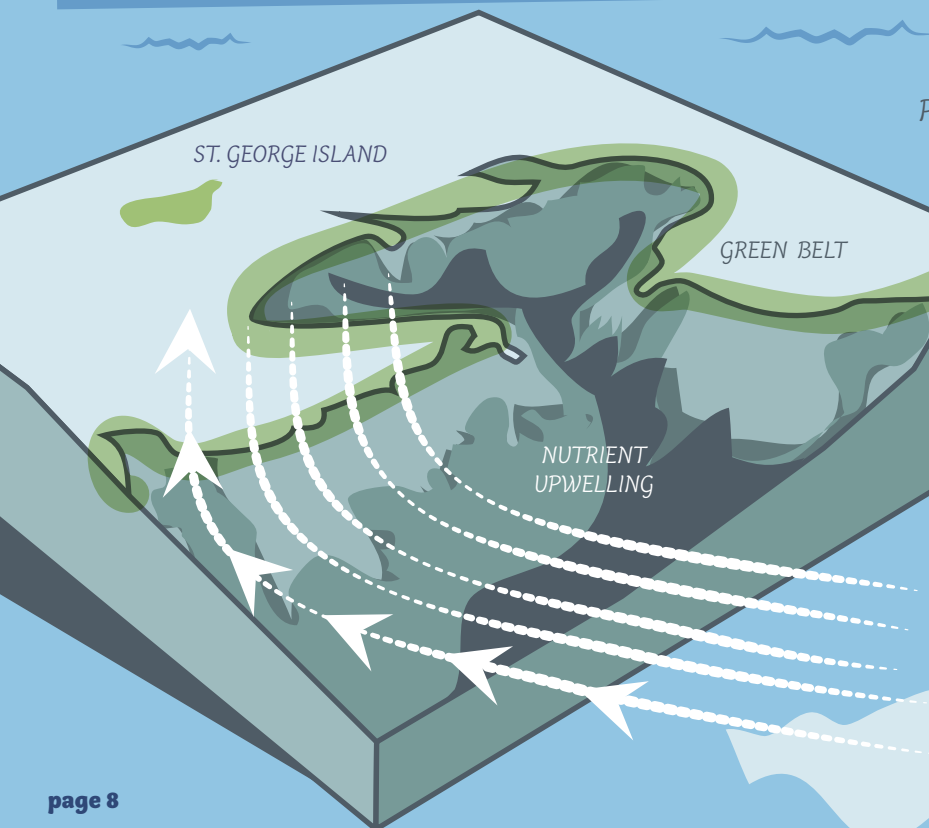
PACIFIC OCEAN



ST. PAUL ISLAND

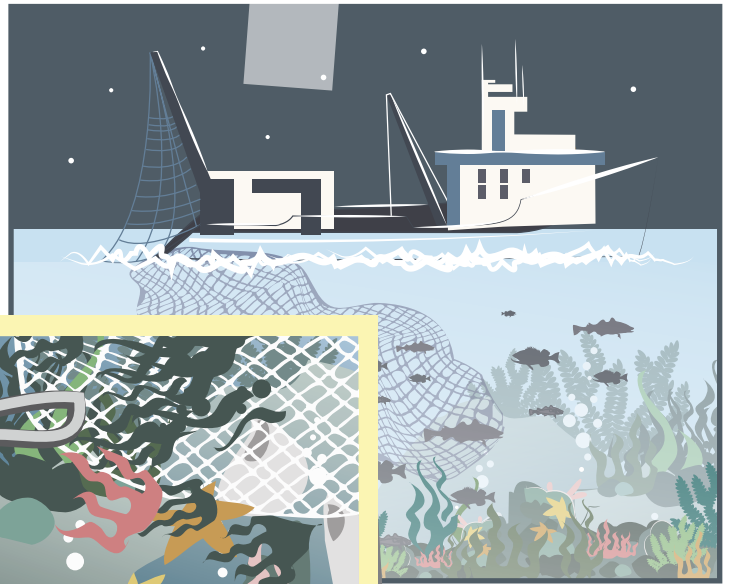
PRIBILOF CANYON

ST. GEORGE ISLAND



Zhemchug and Pribilof Canyons are the largest underwater canyons in the world—even larger than the Grand Canyon. Deep-sea canyons like this are rare, occurring in only four percent of the world's oceans. The 1,200 km stretch of shelfbreak along the canyon edge is known as the "Green Belt", an area where upwelling and mixing of nutrient-rich waters drives greatly enhanced productivity of phytoplankton and zooplankton—the building blocks of this highly diverse ecosystem. Greenpeace is campaigning for the protection of these critical habitat areas as no-take marine reserves.

Pollock is a key forage species: a primary prey resource for many fish, seabirds, and marine mammals including fur seals and endangered Steller sea lions. The Canyons contain spawning grounds for pollock and other fish species.



Disturbance from fishing activities is the greatest present threat to deep water coral and sponge habitats in Alaska. NMFS has estimated that 82 metric tons of coral is removed by commercial groundfish fisheries each year, with more than 90% of this bycatch reported in the Aleutian Islands/Bering Sea. King salmon, halibut and crab are also lost to trawl net bycatch.



The Bering Sea produces more seafood than anywhere else in US waters. Over a billion dollars of seafood—mostly Alaska pollock, which is turned into fish sticks, imitation crab meat, and fast-food fish sandwiches—is caught here annually.

GULF OF ALASKA

A broad alliance of conservation groups, tribal organizations, and seafood businesses is calling for protection of the Bering Sea canyons along the as-yet unprotected Green Belt. While less than 4% of the pollock and Pacific cod caught in the Bering Sea comes from these canyon areas, they are immensely valuable ecologically.

Mr. Fish Goes to Washington:

Traceability and the SAFE Seafood Act

The mysteries surrounding the seafood chain of custody have been tightly guarded industry secrets for decades. Only recently have consumers started to request information as to the provenance and source of the seafood at their favorite grocery stores and restaurants. This change is part of a growing awareness of the myriad of health and environmental issues associated with seafood, and since consumers have a right to know the impacts of their purchasing choices, more must be done to promote traceability and transparency in the seafood sector. It is not enough to simply call on businesses to make this change—we must create institutional checks that will require it.

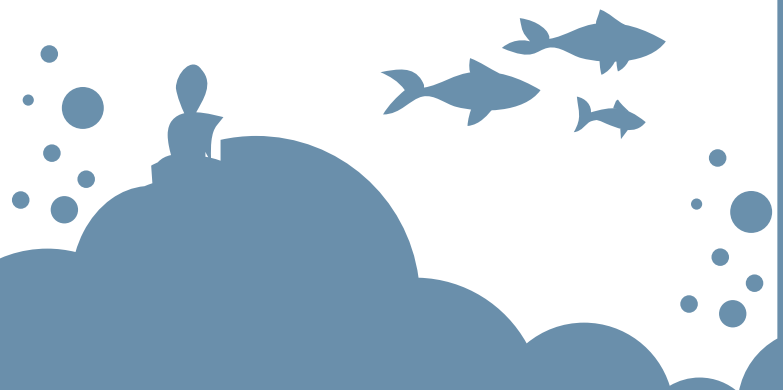
In order to make purchasing decisions with the state of our environment in mind, consumers need thorough and comprehensive information at the point-of-sale. Unfortunately, current seafood labeling laws simply don't do the trick, and the result is information that is often confusing, misleading, and woefully incomplete. To worsen matters, such ineffectual labeling can be easily used to hide fraudulent practices, such as species substitution—in fact, recent studies have identified fraudulent activity in up to 70 percent of cases involving particularly vulnerable species complexes (like snapper and salmon). As a result, consumers frequently pay for one thing but get something entirely different, and generally of lower quality and more questionable origins. Turning a blind eye to such behavior encourages illegal, unreported, and unregulated (IUU—aka “pirate”) fishing, one of the greatest environmental threats to our oceans and a massive blight on the global economy.

The best way to forestall these problems is to stop illegal and fraudulent seafood before it ever enters the American market sector. At present, less than 2 percent of all seafood imported into the United States is inspected, and only a tiny fraction of that 2 percent is analyzed with an eye toward fraud and illegality. Addressing this unacceptable situation starts with progressive legislation, such as H.R. 1012/S. 520: the Safety and Fraud Enforcement for Seafood (SAFE Seafood) Act.

The SAFE Seafood Act will help protect consumers and the seafood sector by:

- **Shutting the gates to bad seafood:** The bill will create an online database of exporters that can be cross-indexed against seafood shipments that appear to be mislabeled or otherwise fall short of seafood safety standards, and will also empower the Secretary of Health and Human Services or Commerce to refuse such shipments entry. It will allow states to take civil action against those engaged “in a pattern or practice” of seafood fraud violations, and will require increased cooperation between federal agencies tasked with addressing issues relevant to such violations.
- **Requiring comprehensive traceability systems:** This legislation will require that all seafood entering the United States be traceable to its catch areas, and that other pieces of crucial information—such as gear type (used for wild capture) or method of cultivation (used for farmed harvest)—are recorded, verifiable, and accessible to consumers.
- **Homogenizing labeling practices:** One of the main sources of confusion and fraud in this sector is the miasma of market names that swirl about many common seafood items. This bill will standardize seafood names on an official and comprehensive list entitled “Guide to Acceptable Market Names for Seafood Sold in Interstate Commerce,” and will also require that seafood be identified per this list at the point-of-sale in a uniform and intelligible manner.

The SAFE Seafood Act is a critical step toward both healthier oceans and a stronger and more prosperous seafood industry. This legislation will level the playing field for those seafood companies that already engage in honest and transparent business practices, and implement the binding protocols necessary to begin reshaping the entire industry into a more sustainable operation.





Safety And Fraud Enforcement for Seafood Act

*A bill to strengthen
Federal consumer
protection and
product traceability
with respect to
commercially
marketed seafood,
and for other
purposes.*

*Be it enacted by the
Senate and House of
Representatives of the
United States of
America in Congress
assembled...*

MAD SCIENCE



THE THREAT OF GENETICALLY MODIFIED SEAFOOD

There's no doubt that aquaculture will play a crucial role in the future of seafood, and that's why it is critical that we map out a sensible and balanced path forward in terms of how fish are farmed. Unfortunately, there is an offshoot of the aquaculture industry that chooses to approach this task in a dangerously backwards manner: rather than trying to shift our food and resource paradigm, these companies are attempting to use genetic engineering to alter nature to meet our broken systems.

The ultimate example of this kind of misguided approach is the so-called "Frankenfish"—a genetically modified (GMO) salmon created via the transgenic splicing of genes from an ocean pout (sea eel), an Atlantic salmon, and a Chinook salmon. The company behind this, Aquabounty Technologies, has been lobbying the Food & Drug Administration (FDA) to approve the sale of its pseudo-species for consumption here in the United States. This is highly problematic for numerous reasons.

THE MARINE ENVIRONMENT:

If this creature is approved by the FDA, nothing will prevent companies like Aquabounty from selling its eggs to any buyer, offshore or otherwise. These GMO salmon are not fully sterile and since offshore fish farms regularly experience escapes, the animals could potentially escape, breed, and outcompete wild salmon species. The U.S. Fish & Wildlife Service, which has expressed grave concerns over such a situation, has not been consulted by the FDA, even though that entity is required to do so under the Endangered Species Act.

FOOD SAFETY:

Unlike traditional crossbreeding practices, transgenic modification involves the use of genetic material that would never be combined through normal evolutionary processes. Splicing the genes of three different creatures can create novel problems, since genes often affect multiple characteristics and their expression can rarely be truly isolated. GMO salmon have already exhibited a high number of jaw deformities and an increased level of a potentially unsafe growth hormone. Also of concern is the possibility of allergic reactions in some consumers—a worry warranted by previously observed allergic reactions to other GMO foods (such as strawberries containing fish genes).

TRANSPARENCY AND CONSUMER PROTECTION:

Many companies specializing in transgenic engineering have actively resisted consumers' right-to-know by opposing proposals to require the labeling of GMO products. While most companies proudly stand behind their products, others in the industry would rather hide GMO salmon from prospective customers.. To top it off, a host of other GMO animals are waiting in the wings—if Aquabounty's Frankenfish is approved for sale, other transgenic engineering companies will begin filing applications for their own creations. The potential precedent is alarming.

At the end of the day, we should not be trying to change nature to meet the needs of a dangerously off-kilter food production paradigm that already relies heavily on unsustainable systems, such as tuna ranches and conventional salmon farms, to rear carnivores. Rather, we should be changing the way we think about aquaculture to meet the principles of a balanced planet—eating lower on the food chain and integrating approaches that promote biodiversity and better mimic the intrinsic checks and balances provided by a healthy and diverse ecosystem.

GREENPEACE APPLAUDS THE FOLLOWING RETAILERS FOR REFUSING TO SELL ANY GENETICALLY-MODIFIED SEAFOOD, EVEN IF IT WERE TO BECOME AVAILABLE ON THE MARKET:



FULL COMMITMENTS:

- Aldi
- H-E-B
- Meijer
- Trader Joe's
- Whole Foods



PARTIAL COMMITMENTS:

- Delhaize (only for 2013)
- Giant Eagle (only for salmon and tilapia)
- Target (only for salmon)





2013 Seafood Retailer Scorecard



CARTING AWAY THE OCEANS SEVEN

APRIL 2013



GREENPEACE

Words of Encouragement:

Notes from Greenpeace to current industry leaders

The seventh Carting Away the Oceans report highlights yet another critical milestone in the overall progress of the U.S. retail industry. Not only have Whole Foods and Safeway maintained their standing in the green zone, but they have been joined by a third retailer—Trader Joe's. As the teams at Whole Foods and Safeway already know, crossing the seven out of ten line and entering the green zone is not the end of the journey, but rather an indication of laudable and continual improvement. The ecology of our planet's oceans is a dynamic system, and as such, seafood sustainability is a moving target. Those retailers that recognize this reality fare well and make gains by staying nimble and innovative. Those that remain content with previous reforms and opt for a "sustainability sabbatical" typically end up being outmaneuvered by their more progressive competitors. Below are the top five retail industry leaders in seafood sustainability for 2013.

Whole Foods: Congratulations to the new leader, who has both the highest overall rank and the strongest sustainable seafood policy. Coming in fourth two years ago and second last year, your efforts this year allowed you to zip to the front of the pack; you clearly were not satisfied with any place but first. Your discontinuation of two more red list species—ocean quahog and South Atlantic albacore—provided the wind for your sails. You also continue to adhere to the most rigorous sustainable seafood policy in the industry. Preserve your momentum by taking the Ross Sea pledge, supporting the SAFE Seafood Act, and standing up for the Bering Sea Canyons.

Safeway: You slowed down a bit over the last year, but remain strong. Your private label canned tuna is now governed by comprehensive sourcing guidelines that preclude many destructive procurement tactics—keep up the great work by extending this progressive policy to cover canned albacore as well. However, to meet your goal of selling no unsustainable seafood by 2015, you will need to accelerate. Consider taking a harder look at your aquaculture standards for shrimp and salmon, getting rid of Chilean sea bass and Atlantic sea scallops, and making some hard decisions about canned tuna companies that refuse to abandon FADs.

Trader Joe's: In one of the most remarkable stories of this year's report, you shocked the conservation community with your determination to improve. By strapping a turbo booster to your ship, you rocketed from 15th to 3rd place—and entered the green zone—in the course of a single year. Crucial to your progress was discontinuing the sale of six unsustainable species, and establishing yourself as a leader among CATO retailers in terms of selling the fewest red list species (only 4 out of 22). Your willingness to become politically involved in the Bering Sea Canyons protection efforts is also highly commendable. To capitalize on your success, drop open-water farmed salmon, let go of dredged scallops, and step up your efforts to label seafood and provide consumers with point-of-sale information to guide sustainable choices.

Wegmans: You continue to set the standard in progressive initiative participation. You have made a firm stand to protect the Bering Sea and Ross Sea, and your high level of transparency and well-established chain of custody demonstrate that you have nothing to hide. However, we are surprised to find you in our top five, considering how many red list species you carry—a dismally high 15. Drop Chilean Sea Bass already, and while you're at it, consider shifting to domestic sources for your grouper, and transitioning to gillnetted monkfish.

Harris Teeter: Congratulations on achieving unparalleled levels of transparency and information provided to consumers to aid them in making sustainable seafood choices. To move beyond fifth place, you will need to step up your game in the troubled area of red list species (you still offer 12), re-energize your historically strong involvement in sustainability initiatives, and push forward on your sourcing policy for wild seafood. Lose Chilean sea bass and explore domestic sourcing for grouper. And while the Ross Sea Pledge was great, consider taking a similar stand to protect the Bering Sea Canyons.

Criterion One: Policy

A retailer's policy score corresponds to the system that the company has implemented to govern its purchasing decisions and to avoid supporting destructive practices.

Policy leaders are developing thorough suites of requirements and benchmarks to help prevent unsustainable seafood from entering their stores. Examples include establishing in-house standards for a particular species, and holding purchasing decisions to a level of discretion that goes beyond simply relying on an external certification system.



LEADERS

1. Whole Foods (87.49)
2. Safeway (78.83)
3. Wegmans (77.17)
4. Target (75.71)
5. Harris (75.02)
Teeter

LAGGARDS

1. BI-LO (0)
2. Publix (25)
3. Giant (52.53)
Eagle
4. Kroger (54.82)
5. Meijer (59.53)

Most
Improved
Meijer
+42.69
Since 2012



Criterion Two: Initiatives

A retailer's initiative score is an appraisal of the company's participation and leadership in coalitions, partnerships, and other movements that promote seafood sustainability and ocean conservation outside of the grocery industry. Initiative leaders—most notably the sector's perennial champion, Wegmans—are willing to stand up for important political initiatives, and to make public statements in support of key areas of ocean conservation. Examples include taking the Ross Sea pledge, supporting progressive legislation such as the SAFE Seafood Act, and directly communicating to policy makers and management authorities the need for sustainable fishing practices and the creation of marine reserves (such as those in the Bering Sea Canyons).



Criterion Three: Transparency

A retailer's transparency score represents the company's performance in providing relevant information about its seafood supply chain and sustainability practices to consumers and other interested parties. Some companies focus primarily on presenting this data at the point-of-sale, while others choose to provide online information centers. Transparency leaders, such as Harris Teeter and Ahold, go to considerable lengths to create pathways for their customers to learn more about the seafood that they purchase and the impacts of their choices.



LEADERS

1. Harris Teeter (76.5)
2. Safeway (67.5)
3. Ahold (66.5)
4. Whole Foods (63.5)
5. Wegmans (62)

Most Improved
Price Chopper
(+12.5)
since CATO VI

LAGGARDS

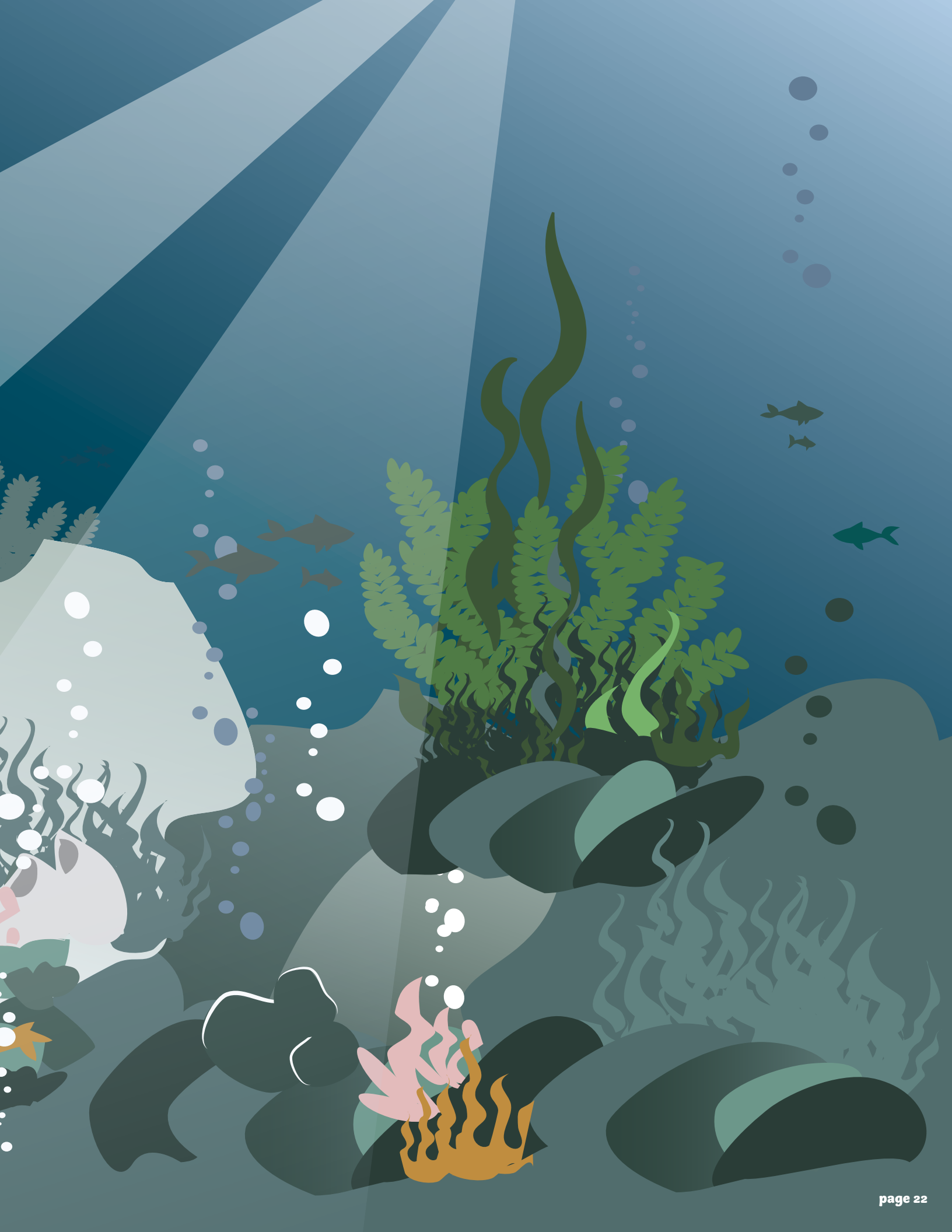
1. BI-LO (0)
(Winn-Dixie)
2. Publix (27)
3. Costco (31.5)
4. Walmart (32)
5. SUPERVALU (34)

Criterion Four: Red List Inventory

One of the most critical components of a responsible and ethical seafood operation is also one of the simplest: stopping the sale of unsustainable seafood. The Greenpeace seafood red list for the United States includes 22 different species due to concerns such as poor stock health, bycatch issues, and habitat destruction. Additionally, certain species—such as orange roughy, hoki, and shark—are considered to be more problematic than others due to intrinsic challenges, such as physiology, life history, and key ecosystem services. Red list inventory leaders include some of the most successful grocers in the United States, such as Trader Joe's, Aldi, and Costco. Unfortunately, a few remaining laggards—most notably Kroger, which still carries a horrific 17 red list items, the most sold by any major grocer in North America—continue to pull the industry average down with their destructive practices. It is Greenpeace's fervent hope that companies like Kroger will change their ways before it's too late.







1. WHOLE FOODS

Rating	Policy	Initiatives	Transparency
7 (7.31)	87.49	78.34	63.5



RED LIST SALES – 12



COMPANY HQ: Austin, Texas

NUMBER OF STORES: More than 300

BANNERS: Harry's Farmers Market, Whole Foods Market, Wild Oats

BACKGROUND: Whole Foods Market, a rapidly expanding company with more than 300 stores in the United States, Canada, and United Kingdom, is the world's largest purveyor of natural and organic products. Whole Foods stays on top of the growing consumer trend toward sustainable living by constantly reviewing the health, nutritional, and environmental impacts of the products it sells. The company posted net sales of \$11.7 billion in the 2012 fiscal year.

GREENPEACE COMMENTS: Meet the new boss—same as the old boss.

Whole Foods Market is back on top. Due to score upticks across all categories and the company's long-awaited discontinuation of ocean quahog, America's foremost organic grocer has recaptured the CATO crown for the first time since losing it to Wegmans back in 2009. The company continues to dominate the high-end grocery sector from coast to coast, and is finally bringing its seafood sustainability efforts into line with its overall performance. It's true that the company still has a long way to go before catching up with outstanding boutique retailers like the Puget Consumers Co-op (PCC)—an unparalleled Washington State chain that sells exactly zero red list species—but there's no doubt that Whole Foods's tenacity and progress in this area should be celebrated.

Whole Foods made a quantum jump forward about a year ago with its Earth Day 2012 commitment, discontinuing six red list species and introducing more transparency and third-party verification at the point-of-sale. Over the following 12 months, Whole Foods augmented this achievement by finally divesting itself of ocean quahog, one of the most tenacious red list species in the sector (it is still sold by 18 other CATO retailers). Unfortunately, this victory was significantly tempered by the company's reintroduction of Greenland halibut.

The company continues to offer the most sustainable canned tuna selection of any major U.S. retailer, consisting mainly of a multitude of troll-caught albacore products and the company's private label pole-caught skipjack. In an age when the conventional tuna industry is under siege due to the myriad issues associated with it—human rights abuses, illegal and fraudulent activities, bycatch of threatened and endangered species, and false advertising, just to pull from the most recent headlines—Whole Foods has done well to disassociate itself of such questionable practices. Regardless of what greed-inspired mayhem is wrought by companies like Chicken of the Sea, Bumble Bee, and Starkist, shoppers at Whole Foods can feel confident that their canned tuna purchases are in no way supporting this kind of repugnant behavior.

On a less positive note, Whole Foods' devotion to the Marine Stewardship Council continues to lead the company astray: one can easily find numerous MSC-certified products of dubious distinction in Whole Foods wetcases across the country. Still, the company's strong ties to the MSC could become a positive if Whole Foods were to offer more pushback on dubious certification procedures, such as the MSC's market-based certifier selection process, and on highly questionable yet MSC-certified fisheries, such as New Zealand hoki and Canadian longline swordfish. Such pushback might spur the MSC to take a closer look at its policies. Whole Foods could also use MSC assessments as road maps for its own involvement with fishery improvement projects (FIPs), as MSC scoring identifies areas in need of further reform.

Perhaps most troubling is the fact that that despite highly-defensible and well-founded counsel from some of the planet's leading Antarctic scientists, Whole Foods continues to sell Ross Sea toothfish. This is an unacceptable decision from a company that would aspire to lead this sector toward a more sustainable seafood paradigm. The Ross Sea is not only a proposed marine reserve, but also a unique and irreplaceable marine habitat located ten thousand miles from the United States. This rich and interconnected ecosystem should not be subject to conventional and outdated approaches predicated on false assumptions of the discrete nature of fisheries. Moreover, any comprehensive food system based on sourcing protein from such delicate area at such a massive distance forces one to ask: Should we really be sending ships to Antarctica for our seafood? Or should we be concentrating on revitalizing the productivity of the marine ecosystems in our own waters?

Seriously, Whole Foods. MSC certification is not all it's cracked up to be. Don't get fooled again.

1. WHOLE FOODS



SUSTAINABLE SEAFOOD POLICY: Over the past year, Whole Foods has continued to build on its ambitious Earth Day 2012 commitment. The company maintains the strongest and most complex sourcing policy (most recently extended to include highly-specific benchmarks and metrics for mollusk aquaculture) of any of the 20 retailers examined in this report, and also operates a highly-effective but separate policy governing the purchase of its canned tuna. Whole Foods's canned tuna does tend to be more expensive than that offered by other retailers, but how much of this price differential is causally related to the company's sustainability practices is unclear. Regardless, the company maintains at a nearly flawless level of canned tuna sustainability, and sets a very high standard for other retailers.

Whole Foods's extensive policy seeks out products recommended by the Monterey Bay Aquarium (MBA) and the Blue Ocean Institute (BOI), but allows MSC certification to trump these recommendations when conflicts arise. The company's policy also requires fish farms to minimize the environmental impacts of their operations, which includes having protocols in place to prevent fish from escaping. Antibiotics, growth hormones, and poultry and mammalian by-products may not be used in feed. Also included are strong traceability measures that ensure farmed seafood is tracked from farm to store.

Although we recognize that Whole Foods has incorporated the use of certification bodies into its seafood sustainability policy, Greenpeace does not currently endorse any seafood certification program, including the MSC.

SEAFOOD SUSTAINABILITY INITIATIVES: Whole Foods supports sustainable fishing practices by actively partnering with suppliers and external organizations to encourage responsible practices. Whole Foods supports the "Common Vision for Environmentally Sustainable Seafood," an initiative of the Conservation Alliance for Seafood Solutions that aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries.

LABELING & TRANSPARENCY: Whole Foods uses a pioneering labeling program in concert with the MBA and the BOI. The program is designed to increase available information at the point-of-sale regarding the sustainability of various seafood options.

Whole Foods provides information to its customers on its website, and trains its seafood counter staff to answer questions about seafood sourcing and catch methods. Its online blog also prominently features seafood sustainability. In 2012, the retailer blogged about seafood 23 times, and in more than half of these cases, referenced sustainability right away. The company's aquaculture standards are available online, setting a strong example in terms of transparency. Brochures on mercury in seafood are available to consumers upon request. Whole Foods also educates its customers about the environmental benefits of frozen seafood, which can take the slow boat route to market and thus has a much smaller carbon footprint than fresh seafood, which requires immediate shipping.

RED LIST SEAFOOD SALES: Whole Foods has finally ended its sale of ocean quahog, one of the stickiest of the red list species presented within the context of this report. Unfortunately, the company has reintroduced Greenland halibut, a red list species of significant concern that it had previously removed. It is true that Whole Foods sources this product only from an area that has stronger stock health than other parts of the Greenland halibut fishery, but oversight remains weak and destructive bottom trawls are still the primary method of capture.

Whole Foods still sells 12 of the 22 red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Chilean sea bass, Greenland halibut, monkfish, red snapper, swordfish, tropical shrimp, and yellowfin tuna.

Whole Foods is actively engaged in FIPs or sustainability initiatives pertaining to Atlantic cod, Atlantic salmon, red snapper, tropical shrimp, and yellowfin tuna.

2. SAFEWAY

Rating	Policy	Initiatives	Transparency
7 (7.11)	78.83	77.94	67.5



RED LIST SALES – 11



COMPANY HQ: Pleasanton, California

NUMBER OF STORES: 1,641

BANNERS: Carr's, Dominick's, Genuardi's (Audubon, Pennsylvania only), Pavilions, Randall's, Safeway, Tom Thumb, VONS

BACKGROUND: Safeway is among the largest grocery chains in the United States and operates 1,641 supermarkets under eight banners, mostly in the Western and Southwestern regions, but also in the mid-Atlantic region and in Canada. Its annual sales in 2012 were \$44.2 billion. Safeway offers a wide array of grocery items, including store-brand organic foods and household products.

GREENPEACE COMMENTS: Safeway astonished both the seafood industry and the environmental sector two years ago when it captured first place in CATO V. Since then, Safeway has worked hard to cement its position at the head of the seafood sustainability pack, and the company's headquarters in Pleasanton, California, remain a bastion of ocean awareness within the retail sector. That said, clouds may be gathering on the horizon.

Safeway has gone through some tumultuous times over the past year. The company lost several of its most outspoken sustainability advocates, and its current direction is not entirely clear. While Safeway leadership offers assurances that the company will continue to focus on seafood sustainability, the company's progress has slowed a bit in recent months. In fact, Safeway's overall score has increased by only a fraction of a point since 2012, allowing Whole Foods to reclaim its lead in the CATO rankings, and letting rising star Trader Joe's come within a hair's breadth of snatching away Safeway's silver medal.

When it comes to predicting leadership in seafood sustainability over the coming year, the smart money is still on Safeway. However, it is important to identify what further improvements Safeway will need to make in order to prove the company's dedication to the pursuit of seafood sustainability. First, Safeway should take a hard look at problematic aquaculture products, most specifically farmed shrimp and salmon. Second, it must finally deal with the massive seabed destruction caused by the dredging of its Atlantic sea scallops and ocean quahog. Third, it should extend the care and foresight that it has applied to its store-brand canned skipjack to its store-brand canned albacore. And most importantly, it must ensure that it is on track to make good on its standing commitment to rid itself of all unsustainable seafood – including FAD-caught national brand canned tuna – by 2015.

SUSTAINABLE SEAFOOD POLICY: Safeway's store-brand canned skipjack tuna is governed by comprehensive sourcing guidelines that preclude many destructive procurement tactics, such as the use of fish aggregating devices (FADs) and sourcing skipjack tuna from the Pacific Commons, a marine area proposed for protection. The company's policy also includes benchmarks aimed at improving traceability and social welfare issues.

Safeway's policy precludes the retailer from adding any new red list species to its inventory, and thus many of the stipulations that would trigger such a listing (destructive gear types, high fish meal in feed, etc.) are immediately eliminated from the realm of possibility.

It should be noted that this policy is not fully retroactive yet: Safeway continues to sell a number of red list species that have been offered since before these new guidelines were established. Greenpeace looks forward to the further application of this policy to Safeway's remaining inventory species.

2. SAFEWAY



SEAFOOD SUSTAINABILITY INITIATIVES: Safeway has publicly committed to not buying seafood from the Ross Sea, and has also issued a call for a no-take marine reserve to encompass this ecologically invaluable area. The company is outspoken in its support of the ongoing marine protected area (MPA) process in California, and is deepening its engagement in and support of fishery improvement projects (FIPs) aimed at rebuilding stocks and protecting areas of high biodiversity. In 2012, the company authored and sent a letter to the North Pacific Fishery Management Council outlining its concern over the impacts of the Alaska pollock fishery on the vulnerable, high-biodiversity areas of the Zhemchug and Pribilof Canyons, which are located in the Bering Sea. Greenpeace hopes that Safeway will continue to communicate with the Council, and to support the ongoing scientific process aimed at granting these unique areas the protection they require.

Safeway's partnership with FishWise, a nonprofit environmental organization dedicated to achieving a greater level of sustainability and transparency within the seafood retail industry, seems to be a driving force behind a great deal of the company's progress. FishWise has significantly aided Safeway's efforts to distance itself from unsustainable items, channel its political power into supporting ocean conservation initiatives, and more fully understand the intricacies of its own supply chain. Greenpeace salutes both organizations for their increasingly remarkable contributions to ocean conservation.

LABELING & TRANSPARENCY: Safeway has increased the amount of information available to its customers through the development of in-store brochures and informational kiosks, as well as via online educational tools. The main principles and parameters of the company's sustainable seafood policy are widely available in a variety of forms (in-store brochures, Corporate Social Responsibility documents, etc.), but some of the details used in the actual purchasing process do not seem to be accessible to the public.

RED LIST SEAFOOD SALES: If Safeway's generally positive trends are lacking in any one area, it is the company's overall inventory. While several of the red list species sold by Safeway are sourced (at least in part) from ongoing FIPs, any progress these initiatives may have made is still largely unclear.

Safeway currently sells 11 of the 22 red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Chilean sea bass, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Safeway is engaged in FIPs concerning Atlantic cod, bigeye tuna, and yellowfin tuna. The company is also exploring ways to improve its sourcing of Alaska pollock, Atlantic salmon, and tropical shrimp.



3. TRADER JOE'S

Rating	Policy	Initiatives	Transparency
7 (7.01)	80.72	70.18	41.5

RED LIST SALES – 4



COMPANY HQ: Monrovia, CA

NUMBER OF STORES: More than 300

BANNERS: Trader Joe's

BACKGROUND: Trader Joe's operates more than 300 stores in at least 23 states and prides itself on offering rock-bottom prices and a wide array of single-serving and prepared meals made with natural and organic ingredients. Trader Joe's buys directly from producers and offers a variety of grocery products under its own private label.

GREENPEACE COMMENTS: Well, shiver me frickin' timbers.

Trader Joe's and Greenpeace have what might be described as an "unstable relationship." The two organizations have spent nearly half a decade on a dizzying carousel of outspoken acrimony, grudging cooperation, and utter silence. Still, despite these struggles, we must take our hats off to Trader Joe's. The company has transformed itself from the erstwhile pirate lair of our old barnacle-backed nemesis into a beacon of seafood sustainability.

Over the past year, Trader Joe's has retrofitted its frigates and plugged up the leaks in its clipper ships. The company has implemented a hard-hitting policy on wild capture seafood, and has started to crack down in aquaculture as well. It has emerged from its comfortable isolation booth and begun to speak up in the political sector, including on behalf of the imperiled Bering Sea Canyons. The retailer has instituted a public monthly update to keep customers abreast of its progress in seafood sustainability. And finally—and perhaps most importantly—Trader Joe's has made more than half of its unsustainable items walk the plank, reducing the overall number of red list species in the company's inventory to a sector-leading four.

By virtue of this impressive collection of internal reforms and initiatives, Trader Joe's has rocketed up the Carting Away the Oceans (CATO) rankings, rising 13 spots to take this year's bronze medal and, albeit barely, slip past the seven-point mark that defines Greenpeace's "green" category. No doubt the performance of this seminal dark horse has left more than a few of its competitors blinking in amazement and choking on its dust.



It must be noted that, as far as Greenpeace is concerned, Trader Joe's has not made entirely good on its 2010 promise to have a fully sustainable seafood department by 2013. The company still dabbles in unsustainable items such as farmed salmon and shrimp, and stubbornly refuses to give up its Atlantic sea scallops. Whether or not consumers consider these slips to be in violation of the company's pledge is a matter for Trader Joe's customers to decide. As for Greenpeace, well—we certainly have our own perspective on the subject.

SUSTAINABLE SEAFOOD POLICY: Trader Joe's sourcing policy continues to improve. The company's formative benchmarks have resulted in the discontinuation of half a dozen unsustainable species due to life history, bycatch, habitat destruction, or other associated problems. The company is in the process of building strong internal standards for farmed products as well, most notably farmed salmon and shrimp. That being said, Greenpeace has serious doubts about Trader Joe's ability to continue to defend its sale of farmed salmon, unless the company transitions entirely to closed-containment systems; Greenpeace does not plan to let Trader Joe's simply rest on its laurels in this area.

It is also important to note that Trader Joe's has fully reformed its canned tuna selection, abandoning the use of conventional longlines and pledging not to do business with any vessel on Greenpeace's blacklist (many of which are tuna longline operators). The company now sources from producers that use albacore fishing best practices—such as circle hooks and nylon leads—and has switched to pole-and-line sources for its yellowfin. To improve further in this area, Greenpeace urges Trader Joe's to publicly refuse to do business with any company engaged in shark finning.

3. TRADER JOE'S

SEAFOOD SUSTAINABILITY INITIATIVES: Trader Joe's has finally begun to come out of its shell. The company recently communicated its concerns over the destructive practices associated with Alaska pollock fisheries in a letter to the North Pacific Fishery Management Council, and is actively engaged in seeking out and supporting better producers in both the wild capture and aquaculture seafood sectors. Greenpeace fervently hopes that Trader Joe's chooses to remain active in these critical areas, and does not retreat into its fortress of solitude.

LABELING & TRANSPARENCY: This is Trader Joe's weakest category. While the company's commitment to its new monthly progress report for consumers is a powerful step, Trader Joe's does not yet sufficiently label seafood products so that consumers can avoid purchasing destructively fished species. The company's 2010 seafood sustainability announcement detailed plans to revisit its labeling practices, but this has not yet come to fruition. Greenpeace encourages Trader Joe's to push forward in this arena; as the company's structure features vertical integration, it may be able to institute thorough labeling practices more easily than other, more conventional retailers.

RED LIST SEAFOOD SALES: It is with powerfully mixed emotions that Greenpeace recognizes Trader Joe's efforts in this area over the past year. Discontinuing six red list species and capturing the top spot in the area from among the entire CATO retailer group is no mean feat. However, we can't shake the feeling that the company still hasn't actually lived up to its promise. In 2010, Trader Joe's pledged that its seafood department would be fully sustainable by the beginning of 2013...now it's May, and Trader Joe's is still selling red list items. It's hard to be too upset, given the company's incredible progress, but there's no question that many customers still feel betrayed.

Trader Joe's sells four red list seafood items: Alaska pollock, Atlantic salmon, Atlantic sea scallops, and tropical shrimp.

The company is involved in ongoing improvement projects, either internal or external, in all of these categories, with the exception of Atlantic sea scallops.



4. WEGMANS

Rating	Policy	Initiatives	Transparency
7 (6.92)	77.17	89.61	62



RED LIST SALES – 15



COMPANY HQ: Rochester, New York

NUMBER OF STORES: 81

BANNERS: Wegmans

BACKGROUND: Wegmans is a privately held, family-owned company. Founded in 1916 by the Wegman family, its 2011 annual sales totaled \$6.2 billion. In 2013, it ranked fifth in Forbes Magazine’s “100 Best Companies to Work For.”

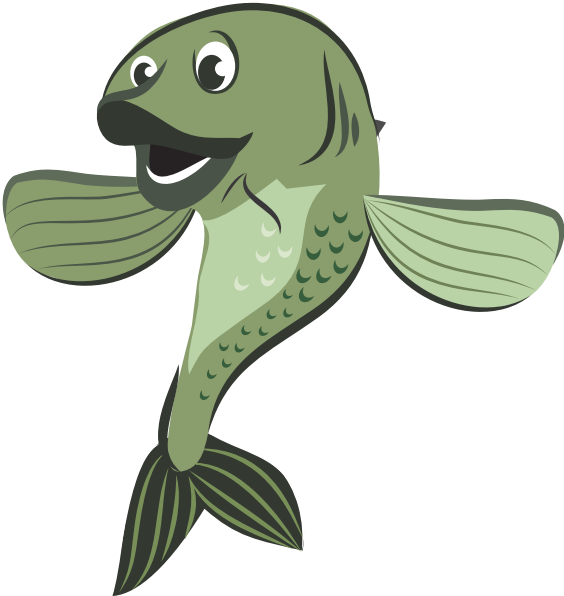
GREENPEACE COMMENTS: Although Wegmans has made impressive strides over the past year, the company has failed to maintain its long-held third-place ranking, having been eclipsed by Trader Joe’s meteoric rise. However, this should not distract from Wegmans’s laudable progress, especially since the company is now within a stone’s throw of entering Carting Away the Oceans’ “green” category.

The chain continues to set a strong example for the industry, especially through its willingness to take progressive, ethical stances on significant policy issues: Wegmans was the first major retailer to take the Ross Sea Pledge, and the company participates in projects designed to resuscitate Chesapeake Bay. Most recently, the Wegmans discontinued all private label Alaska pollock products due to concerns over the Bering Sea Canyons, and became the first Carting Away the Oceans (CATO) retailer to announce as much to the public. Wegmans has dominated the area of Seafood Sustainability Initiatives for several years, and Greenpeace applauds the company for achieving the highest score in this area of all the retailers surveyed in this year’s report.

The main impediment to Wegmans’s continued improvement is the company’s sizeable inventory of red list species. While Wegmans has discontinued items in the past, it has not done so recently. Greenpeace encourages Wegmans to take a second look at its own seafood sourcing policy, which states “when there is a sustainability concern with a particular species, [Wegmans] works to acquire seafood that is caught responsibly and prevents the depletion of natural resources. If we find that a better alternative is not available, that item will be removed from our selection.” Unfortunately, Wegmans continues to sell items that are currently not available from sustainable sources.

SUSTAINABLE SEAFOOD POLICY: Wegmans should strongly consider expanding the application of its seafood policy to all of its offerings—including shelf-stable seafood. Given recent developments regarding the Bering Sea Canyons and Wegmans’ subsequent refusal to offer Alaska pollock products sourced from that area, the company appears to be making good on its pledge to discontinue unsustainable species that cannot be sourced from environmentally preferable sources.

Wegmans has a publicly available sustainable seafood sourcing policy that incorporates its guidelines for sourcing both wild-caught and farmed products. Wild-caught items must be captured according to local regulations and properly reported; capture methods used must meet policy standards. Stock strength, bycatch rates, and social impacts are also taken into account. Wegmans actively seeks out products that have been certified by bodies such as the Marine Stewardship Council (MSC), and works with



4. WEGMANS



outside conservations and scientific groups to develop seafood sourcing standards. Although we recognize that Wegmans has incorporated the use of certification bodies into its seafood sustainability policy, Greenpeace does not currently endorse any seafood certification program, including the MSC.

Wegmans sources farmed products from suppliers that are working to “minimize or eliminate the use of wild fish in the feed, pesticides, and antibiotics.” The retailer also strives to avoid patronizing farms that cause undue habitat alteration and/or land loss, are associated with human rights abuses, or source broodstock from red-grade fisheries.

SEAFOOD SUSTAINABILITY INITIATIVES: Wegmans continues to dominate this area, and has demonstrated more willingness than any other retailer to take strong stands on political conservation measures. Historically, Wegmans has led the charge to protect the Ross Sea, and has participated in the ongoing revitalization (pertaining to crabs and oysters) of Chesapeake Bay through both its engagement with policy-making bodies and its choice of suppliers. The company has also begun to experiment with closed-containment aquaculture.

Wegmans’ seafood sourcing and supplier requirements are unparalleled by other retailers. Its chain of custody is certified by the MSC, a claim that very few U.S. retailers can make. Wegmans also relies on Environmental Defense Fund guidelines in some areas of its seafood purchasing, most notably farmed shrimp.

This year, Wegmans pledged to cease sourcing its own private label product from the Bering Sea Canyons.

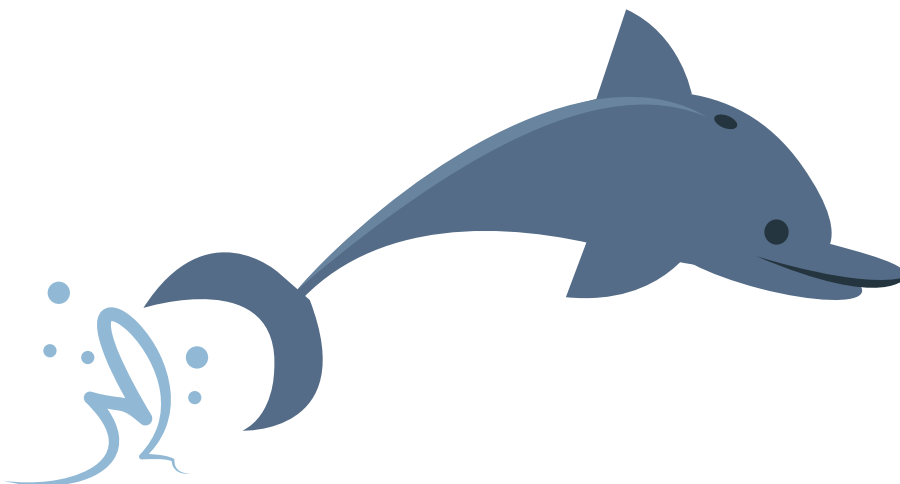
Greenpeace urges Wegmans to follow up on these efforts by engaging with pollock suppliers to create traceable and transparent sources for Alaska pollock that do not impact this ecologically sensitive area.

LABELING & TRANSPARENCY: Wegmans has made no changes in this area since last year. It has a fair amount of data available for consumers at the point-of-sale, including port of landing and catch vessel information. The retailer could improve in this area by making this information available on all of its products. The company’s seafood sourcing policy is available online and in print. Wegmans employees are trained to be knowledgeable about seafood choices, labeling, and sustainability.

RED LIST SEAFOOD SALES: This is Wegmans’ poorest category. The retailer has not dropped any of its red list species since last year, so only its high scores in other categories allow the company to occupy fourth place in the CATO rankings. Red list seafood sales represent the single greatest obstacle preventing Wegmans from vaulting over the 7/10 mark and achieving a green score in the CATO report. Wegmans frequently cites MSC certification as an excuse to continue the sale of red list species.

Wegmans sells an appalling 15 of the 22 red list species: Chilean sea bass, Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallopss, bigeye tuna, grouper, monkfish, ocean quahog, red snapper, skates and rays, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Wegmans is engaged in a fishery improvement project (FIP) for yellowfin tuna, has discontinued the sale of Alaska pollock for its private label, and sources its skates from a bycatch winter skate fishery that has been approved by the Sustainable Fisheries Partnership. It is also engaged in sustainability projects pertaining to Atlantic salmon, South Atlantic albacore, and tropical shrimp.



5. HARRIS TEETER

Rating	Policy	Initiatives	Transparency
7 (6.68)	75.02	64.59	76.5



RED LIST SALES – 12



COMPANY HQ: Matthews, North Carolina

NUMBER OF STORES: 208

BANNERS: Harris Teeter

BACKGROUND: Harris Teeter is an upscale grocer that operates more than 200 stores in 8 states and the District of Columbia. It had revenues of \$4.5 billion for the 2012 fiscal year. The company is a wholly-owned subsidiary of Harris Teeter Supermarkets, Inc. Supermarket News ranked the retailer 34th in its 2012 “Top 75 Retailers & Wholesalers” based on the company’s 2011 fiscal year sales of \$4.3 billion.

GREENPEACE COMMENTS: Harris Teeter made slow progress over the last year, and in doing so dropped from 4th to 5th place. In terms of seafood sustainability, the company’s crown jewel continues to be its exceptional online seafood transparency project, which continues to evolve in an impressive fashion. In March 2012, Harris Teeter became the third major U.S. retailer to take the Ross Sea Pledge by refusing to stock any seafood sourced from the Ross Sea, and publicly calling for the creation of a no-take marine reserve encompassing this unique and imperiled area.

Harris Teeter is indisputably a leader in sustainable seafood in the Southern United States—positioned safely ahead of rival Delhaize and far beyond the delinquent trio of Kroger, Publix, and BI-LO (Winn-Dixie). However, elsewhere in the country, it continues to be outpaced by several other chains. To improve its standing, Harris Teeter will need to step up its game by crafting a more effective and cohesive sourcing policy for wild seafood, addressing its remaining red list species, and boosting its efforts in the political sector.

SUSTAINABLE SEAFOOD POLICY: Like last year, Harris Teeter continues to have a relatively robust aquaculture policy, but lags behind in the wild capture arena, particularly in sourcing species that are not taken using destructive catch methods. Greenpeace also encourages Harris Teeter to perform its own due diligence when evaluating species sustainability, rather than solely relying on groups such as MSC and Global Trust—two very different certification schemes. Harris Teeter should develop strong, independent benchmarks that override these certifications in areas where the certifiers may be weak: destructive fishing gear, effects on other populations through bycatch, and other issues of concern.

SEAFOOD SUSTAINABILITY INITIATIVES: Harris Teeter’s decision to stand up for the Ross Sea spoke well of the company’s intentions at the time. However, the company cannot simply rest on its laurels; Harris Teeter must continue to engage in important political processes on behalf of ocean conservation.

The retailer has developed strong requirements for its seafood suppliers, and was the first chain to explicitly implement the Greenpeace Blacklist—the world’s most comprehensive register of pirate fishing vessels—in its sourcing guidelines.

Harris Teeter could improve its performance by finalizing its full-traceability-to-vessel requirements across all seafood categories, and by re-engaging in the political process. For example, the company could pledge to avoid sourcing seafood from the Bering Sea Canyons and urge its protection, or it could support the Safety and Fraud Enforcement for Seafood bill currently being considered by Congress.

LABELING & TRANSPARENCY: Harris Teeter excels in this area because of its comprehensive online seafood information database. Consumers browsing the Harris Teeter website have access to an unprecedented level of information about the seafood options sold by the company; the retailer also provides information on the stock from which the seafood was caught for some of its wild-caught inventory. Also of note: Harris Teeter provides consumers with information on mercury in seafood, and trains its seafood managers on sustainable choices. Greenpeace encourages the company to keep up the good work.

RED LIST SEAFOOD SALES: This category needs improvement. First off, the company must discontinue its sale of Chilean sea bass—there is no excuse for selling this highly problematic species. Secondly to dropping red list species, Harris Teeter could explore options to sell certain species, like monkfish, that are caught in a less destructive manner. Harris Teeter could also search for ways to begin supporting domestic fishery improvement projects (FIPs).

Recent Greenpeace surveys found that Harris Teeter continues to sell 12 red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, monkfish, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

6. TARGET



Rating	Policy	Initiatives	Transparency
6 (6.39)	75.71	71.26	41.5

RED LIST SALES – 9

COMPANY HQ: Minneapolis, Minnesota

NUMBER OF STORES: Target operates more than 1,700 stores across the United States, 1,392 of which offer seafood products; the largest seafood selections are available at the company's 251 "SuperTarget" megastores.

BANNERS: Target, SuperTarget, CityTarget

Background: Target has built a successful "big box" store concept based on low prices and trendy products. The company's grocery division offers groceries, organic products, and household goods under one roof. In 2011, consumables (food and pet supplies) accounted for \$13.3 billion, or 19 percent of total sales.

GREENPEACE COMMENTS: For the second year in a row, Target's position in the Carting Away the Oceans (CATO) rankings has declined, falling from fifth to sixth place. This year, the company's overall score actually dropped a fraction of a point due to backsliding in previous efforts toward point-of-sale transparency. Nonetheless, if Target sticks to some of the goals it has set for itself over the coming years, it could very well find itself climbing the charts again.

Target has communicated that it continues to work toward its pledge to sell only sustainable and traceable seafood by the end of 2015. The company generally defines this goal as refusing to sell species identified by the Monterey Bay Aquarium's Seafood Watch Program as "red," unless the given fishery is part of a fisheries improvement project (FIP) "on a clear, time bound and credible path to improvement." While Greenpeace is supportive of Target's efforts, it urges the company to conduct due diligence on the efficacy of the specific FIPs, and to provide the public with thorough information as to ongoing progress.

SUSTAINABLE SEAFOOD POLICY: Target's seafood policy now covers shelf-stable items in addition to its fresh and frozen items. This is great news, though Target still needs to reconcile this more broadly applying policy to the problems inherent in its canned tuna inventory. To be clear, Greenpeace salutes Target for offering its customers Wild Planet pole-and-line-caught canned tuna; pole-and-line is far more sustainable than other more common and devastating methods of fishing, such as the use of fish aggregating devices (FADs). However, Target needs to apply the policy to all of the canned tuna on its shelves: its private label (Archer Farms) offers canned tuna caught with FAD-associated purse seines, and it also sells Bumble Bee and Starkist brands, which are associated with this same wasteful method of fishing. To remedy this problem, Target should employ the same dedication, innovation, and leadership that it has already demonstrated in other areas.

Target remains strong in its aquaculture policy, and is already on its way to strengthening its shrimp and tilapia products. Greenpeace applauds Target's continuing tough stance against selling farmed Atlantic salmon, given the well-documented problems associated with that form of aquaculture. While Target does not plan to sell genetically engineered salmon for the simple reason that it does not sell any farmed salmon, its policy does not state that it would refrain from purchasing other genetically engineered seafood species, should they become available on the market. Greenpeace urges Target to take a stronger position on this issue.

SEAFOOD SUSTAINABILITY INITIATIVES: This past year, Target completed a round of assessments for all its suppliers, and will repeat these assessments annually in the future. The assessments' findings guide the retailer's decisions regarding alternative sources and FIP involvement, and Target makes sure that suppliers are aware of improvements that need to be made to meet the company's requirements. Target partners with FishWise, a non-profit ocean conservation consultancy, and this affiliation appears to have yielded positive results for the company. Target also supports certification groups such as the Marine Stewardship Council (MSC) and the Global Aquaculture Alliance (GAA). While Greenpeace endorses neither the MSC nor the GAA due to unresolved concerns, Greenpeace appreciates the retailer's interest in finding potential solutions.

LABELING & TRANSPARENCY: This is by far Target's worst category, and an area in which it has backtracked significantly since CATO VI. To rectify this problem, Target must resuscitate its previous in-store signage efforts, and re-engage its customers on seafood sustainability beyond the brief goal stated on its website. Regarding on-package labeling, Target provides scant information beyond what is simply required by law (i.e., the country of origin and whether the product is wild or farmed). Establishing a way to present more information at the point-of-sale could be a major step toward greater transparency.

RED LIST SEAFOOD SALES: Overall this is a relatively strong area for Target, but the company moved in the wrong direction this past year by re-introducing the red list species Atlantic cod. However, the impact of this decision is somewhat ameliorated by the fact that the cod offered is sourced from the Barents Sea and MSC certified.

Target sells nine of the 22 red-listed species: Alaska pollock, Atlantic cod, Atlantic sea scallops, bigeye tuna, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



7. ALDI

Rating	Policy	Initiatives	Transparency
6 (6.27)	74.2	57.5	42

RED LIST SALES – 6



COMPANY HQ: Batavia, Illinois

NUMBER OF STORES: More than 1,000

BANNERS: Aldi

BACKGROUND: The Aldi chain of supermarkets began in Germany and today operates throughout much of Europe and the United States. There are more than 1,000 Aldi stores in 31 states, from the Eastern seaboard to Kansas. The company specializes in offering low-cost and bulk options to price-conscious shoppers throughout the Midwest and Appalachia.

GREENPEACE COMMENTS: Although Aldi continued to make steady progress this year, the company's ranking actually fell from 6th place to 7th. This was primarily due to Trader Joe's tremendous leap up the charts into 3rd place. It's a bit ironic, as Trader Joe's and Aldi enjoy a sort of distant cousin relationship: the former is owned by Aldi North and the latter by Aldi South, German companies originally established by the feuding Albrecht brothers.

SUSTAINABLE SEAFOOD POLICY: While Aldi has yet to disclose its seafood sourcing policy to the public, it has informed Greenpeace of its intent to do so later in 2013, and that the policy will cover somewhere between 75 and 100 percent of the seafood products in its fresh, frozen, and shelf-stable inventory. Aldi representatives have shared enough information with Greenpeace to inform the survey process and yield an accurate score. Greenpeace commends Aldi for taking a stand by refusing to purchase genetically modified organisms (GMOs), should they become available on the U.S. market. Finally, Aldi is making strides in the aquaculture realm by certifying most of its product as meeting one-star Best Aquaculture Practices, and is exploring two-star certification. The company's wild-caught fisheries policy is also respectable, and meshes well with the fact that it sells few red list species.

SEAFOOD SUSTAINABILITY INITIATIVES: Aldi continues to work closely with the Sustainable Fisheries Partnership (SFP), and to advocate for improvements within certification organizations such as the MSC and GAA. In addition, Aldi has implemented annual monitoring procedures to ensure that its suppliers conform to its policy requirements. In the future, Aldi could strengthen its commitment to traceable, sustainable seafood by requiring that seafood be traceable to the vessel that caught it, and refusing to do business with known "pirate" fishing companies.

LABELING & TRANSPARENCY: This is Aldi's weakest category. If Aldi were to go public with its internal seafood policy and actively engage its customers with seafood sustainability in-store signage and online information, it could make substantial gains in this category. At the point-of-sale, Aldi does moderately well when it comes to providing on-packaging labeling. It labels all non-grocery seafood products with the scientific name and gear type, and was the first U.S. grocer to introduce comprehensive FAO catch area labeling on all fresh and frozen seafood products.

RED LIST SEAFOOD SALES: This is the company's strongest category; of the retailers in this report, Aldi is second only to Trader Joe's in selling the fewest red list species. While it did purchase Atlantic salmon in 2012, it was a one-time special buy, and the company has informed Greenpeace that it does not plan to purchase this species in the future. The upshot is that Aldi has joined Target in refusing to sell farmed salmon. Greenpeace highly commends the company for this move, given the tremendous environmental damage caused by conventional salmon mariculture.

Aldi sells six of the 22 red list species: Alaska pollock, Atlantic cod, Atlantic sea scallops, ocean quahog, South Atlantic albacore tuna, and tropical shrimp.

Aldi is actively engaged in a fishery improvement project involving Atlantic cod.



8. AHOLD

Rating	Policy	Initiatives	Transparency
6 (6.14)	67.68	61.18	66.5

RED LIST SALES – 13

COMPANY HQ: Carlisle, Pennsylvania, and Quincy, Massachusetts

NUMBER OF STORES: More than 770

Banners: Stop & Shop, Giant Food, Giant Food Stores, Martin's Food Markets, Peapod

BACKGROUND: Ahold USA is a subsidiary of a Dutch international retailer (Royal Ahold) based in Amsterdam. Ahold supports four regional divisions that together, operate more than 770 supermarkets in 14 states and the District of Columbia, as well as Peapod, an online grocery shopping/delivery service. With more than \$25 billion in annual sales, Ahold USA is among the top 10 largest food retailers in the United States.

GREENPEACE COMMENTS: Ahold has made slow but steady progress over the last year in each category except for the red list. Although its overall relative rank dropped from 7th to 8th place, that was primarily due to Trader Joe's remarkable improvements, rather than Ahold's failings. Ahold has been an historical leader in seafood sustainability, although in recent years other retailers have made speedier progress. Ahold continues to win awards in Europe for its progress in sustainability—seafood and otherwise—but these accomplishments do not fully translate across the Atlantic. Nonetheless, Ahold's seafood sustainability team contains some of the most well-informed and dedicated individuals in the business, and Greenpeace and the oceans are counting on them to recalibrate and go full steam ahead.

SUSTAINABLE SEAFOOD POLICY: This continues to be Ahold's strongest area. Of late, the retailer has improved its policy by including shelf-stable products across all of its stores, rather than just certain banners. Unfortunately, the policy has not yet been fully implemented, as Ahold's canned tuna sections abound with unsustainable options, such as FAD-caught skipjack and conventionally longlined albacore. These items seem inconsistent with Ahold's sustainable seafood policy.

Ahold has improved its sustainable seafood policy concerning aquaculture, sourcing two-star "Best Aquaculture Practices" shrimp on its private label. The company gives preference to farmed seafood suppliers that are taking steps to reduce the environmental impacts of their operations, and to reduce the use of wild-caught fish for feed, antibiotics, and pesticides.

Ahold continues to seek advice from and collaborate with the New England Aquarium regarding sustainable sourcing across its full line of seafood. It is interesting to note that while Ahold recognizes the Marine Stewardship Council (MSC) as a credible eco-label, the Ahold sustainability team exercises its own judgment: "We may also still choose not to carry a species, even if it has a credible eco-label, if we

continue to have serious concerns... We still continue to not sell Chilean Sea Bass despite there being MSC certified sources." Greenpeace applauds Ahold USA's precautionary approach, as the MSC's numerous Chilean Sea Bass fishery certifications remain some of its most controversial.

SEAFOOD SUSTAINABILITY INITIATIVES: Ahold intends to develop a traceability protocol to establish chain of custody in areas where it is not already present. The company typically buys from suppliers that obtain aquacultured seafood from well-managed farms, and relies on an external party to provide audits to ensure that Ahold's suppliers conform to its policy requirements.

Ahold uses several seafood certification schemes, including MSC, GlobalGAP, and the Aquaculture Stewardship Council (ASC). Greenpeace does not currently endorse any seafood certification programs, but does note Ahold's efforts to move toward solutions.

Greenpeace celebrates Ahold's initiative in writing a letter to the State of Alaska opposing the Pebble Mine development project, as this action demonstrates the company's concern regarding the mine's potential impacts on fisheries. A similar involvement in protecting the Bering Sea Canyons would demonstrate even greater initiative and commitment to protecting the oceans.

LABELING & TRANSPARENCY: Historically, Ahold has done well in promoting seafood sustainability to its customers, which it does on its website, and by highlighting sustainable seafood items in weekly circulars, on in-store recipe cards, and on signage. It has even begun providing its customers with online information about the type of aquaculture used for its farmed products. Ahold should consider providing even more information to the consumer at the point-of-sale, such as the fishing method used or the stock from which the seafood was caught.

RED LIST SEAFOOD SALES: This is Ahold's worst category. Unfortunately, Ahold continues to sell 13 of the 22 red list seafood items at its stores: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallopss, bigeye tuna, monkfish, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Ahold is developing and participating in aquaculture improvement projects with farmed shrimp and farmed (Atlantic) salmon.



9. DELHAIZE

Rating	Policy	Initiatives	Transparency
6 (5.66)	68.48	59.09	48

RED LIST SALES – 13

DELHAIZE GROUP



COMPANY HQ: Salisbury, North Carolina

NUMBER OF STORES: Around 1,600

Banners: Food Lion, Bottom Dollar Food, Harvey's, Hannaford Bros., Sweetbay.

BACKGROUND: Delhaize America is owned by the Belgian food retailer Delhaize Group. It operates approximately 1,600 stores in 17 states. Its annual revenue in 2011 was more than \$19 billion.

GREENPEACE COMMENTS: Delhaize appears to have stalled out this year, having tied with Kroger as the least improved since last year. Delhaize's overall score rose by only 0.12 points, and the company's ranking fell from 8th to 9th place. In fact, Price Chopper is now nipping at Delhaize's heels, as only five hundredths of a point separate the two. While Delhaize's seafood policy is decent in general, it must improve the transparency of information provided to customers at point-of-sale, and continue to reduce the number of red list species that it offers.

SUSTAINABLE SEAFOOD POLICY: Delhaize's policy covers almost all of its seafood inventory, but some species appear to have fallen through the cracks, specifically in regard to non-existent Fishery Improvement Projects (FIPs) (see below). Delhaize has made progress in its aquaculture category, as it now sources 100 percent GAA/BAP-certified product. While Greenpeace does not endorse the GAA due to numerous unresolved concerns, we do acknowledge the importance of improving regulation and traceability within this sector.

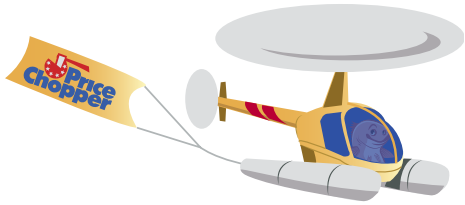
SEAFOOD SUSTAINABILITY INITIATIVES: Delhaize America continues to work on a red snapper FIP, but Greenpeace must reserve judgment on the project's effectiveness until Delhaize can provide data on its results. Delhaize also claims to work on a grouper FIP, but seems unable or unwilling to provide any information as to its parameters or status, so Greenpeace is unable to allot credit. Greenpeace encourages Delhaize to refuse to buy seafood that cannot be traced directly to the vessel that caught it (as opposed to merely the fishery). Such a stance, combined with relying on an external auditing party to ensure that suppliers are conforming to Delhaize's policy requirements, would be two great steps toward establishing true traceability and consumer trust in reputable seafood suppliers.

LABELING & TRANSPARENCY: Unfortunately, Delhaize seems to have flatlined in this category. The company is still trying to determine how to sufficiently label products with information such as catch methods, stock from which seafood was caught, scientific names, and aquaculture production methods, and how to communicate that information to consumers. The silver lining here is that Delhaize has much of this information already on file; in other words, this is low-hanging fruit toward which the company is already stretching. That said, one would think it would have reached it by now.

RED LIST SEAFOOD SALES: Last year, Delhaize America dropped three red list species from its offerings; this year, the company built on that success by eliminating another top-tier item: shark. We commend Delhaize for its continued progress in this area, but note that it still sells a disappointing 13 out of 22 red list products: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, grouper, monkfish, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Delhaize is working on a FIP pertaining to red snapper. The company also claims to be engaged in a FIP regarding grouper, but Greenpeace does not believe that this project actually exists, and strongly calls upon Delhaize to provide evidence to the contrary.

10. PRICE CHOPPER



Rating	Policy	Initiatives	Transparency
5 (5.61)	61.95	55	54.5

RED LIST SALES – 12

COMPANY HQ: Schenectady, New York

NUMBER OF STORES: 129

BANNERS: Price Chopper

BACKGROUND: Price Chopper is a privately held corporation run by the Golub family. The chain's 129-store footprint extends beyond New York and Massachusetts, into Vermont, Connecticut, Pennsylvania, and New Hampshire. More than 50 percent of the company's privately held stock is employee owned. It is one of the largest employee-owned, privately held corporations in the United States, and has about \$3.4 billion in annual sales.

GREENPEACE COMMENTS: Price Chopper made steady progress over the last year, climbing from 11th to 10th place. The company has improved the most in the transparency and red list species categories, specifically by increasing the information it provides to consumers and dropping another top-tier red list species (orange roughy).

To build further momentum, Price Chopper could work on increasing its public support for key political initiatives, such as the creation of marine reserves in ecologically-sensitive areas; the establishment of bycatch limits; and the improvement of regulations to keep illegal, unreported, and unregulated (IUU) seafood out of U.S. markets. The company should also take a second look at its canned tuna products and devise ways to avoid destructively fished products, such as fish aggregating device (FAD)-caught skipjack tuna.

Price Chopper still sells one top-tier red list species—hoki—but Greenpeace is confident that the company can find ways to phase out the sale of that particular species, especially given Price Chopper's admirable decision to discontinue the sale of orange roughy (another red-list species of particular concern). Given the myriad concerns associated with the New Zealand hoki fishery, any company looking to improve beyond a certain level in seafood sustainability will have to distance itself from the product sooner or later.

SUSTAINABLE SEAFOOD POLICY: This is Price Chopper's strongest category. Through prior partnerships with advisory and certification groups, it has been able to make headway in both its wild-caught and farmed categories. All Price Chopper farmed shrimp is Best Aquaculture Practices (BAP) certified, and the company is moving to improve its sourcing criteria for farmed salmon. While more rapid progress is being made in its aquaculture policy than its requirements for wild-caught product, after dropping the sale of orange roughy, Price Chopper stands more firmly behind its decision not to patronize wild-caught fisheries

that "cause or are associated with adverse impacts on populations of non-target species classified...as threatened, endangered, critically endangered or protected species."

SEAFOOD SUSTAINABILITY INITIATIVES: Price Chopper claims to take traceability seriously, and has even commissioned a DNA-testing service to randomly test 150 samples from 15 of its frozen fish product lines. The company says it has not found any improper substitution so far, and will continue to use the laboratory's services. Greenpeace recommends that Price Chopper build upon this positive momentum by also ensuring that its suppliers do not provide seafood from illegal, unregulated, or unreported (IUU) fishing operations, and do establish full traceability back to the vessel that caught the fish.

Greenpeace also encourages Price Chopper to follow through with its previously stated interest in sourcing some of its farm-raised products from innovative, eco-friendly, closed-containment production methods. To further improve in this category, Price Chopper should consider taking a stand in the policy arena by taking the Ross Sea Pledge or calling for the protection of the Bering Sea Canyons.

LABELING & TRANSPARENCY: Price Chopper made gains this year by providing consumers with more information to assist them in making sustainable seafood choices. Specifically, via in-store information, its website, and direct emails, Price Chopper now provides the scientific name, the region where the fish was caught, and the fishing method or gear type used for some of its products. This improvement builds upon the company's previous decision to provide consumers with information on certain products' catch vessel and day of catch.

If Price Chopper were to make such information available for all of its seafood, and also inform consumers as to the sustainability status (i.e., red/yellow/green) of various species, then it could substantially bolster its performance in this category.

RED LIST SEAFOOD SALES: Greenpeace applauds Price Chopper for discontinuing the sale of orange roughy, and recommends that it continue this momentum by dropping hoki as well, which would eliminate all top-tier red list species. The company sells 12 out of 22 red list species: hoki, Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Price Chopper sources fresh yellowfin tuna only from fisheries that use the pole-and-line method, which is known to be a more sustainable form of fishing than conventional longlining.



11. WALMART

Rating	Policy	Initiatives	Transparency
5 (5.42)	66.09	56.68	33



RED LIST SALES – 10



COMPANY HQ: Bentonville, Arkansas

NUMBER OF STORES: Worldwide: 8,500. In the United States: 3,000+ Walmart Supercenters, 200 Neighborhood Markets, and approximately 600 Sam's Clubs.

U.S. BANNERS: Walmart, Walmart Neighborhood Markets, Walmart Express, Sam's Club, Supermercado de Walmart

BACKGROUND: Walmart has 8,500 stores under 55 banners in 15 countries. Its 2013 fiscal year sales were approximately \$466 billion. It offers groceries at its Walmart Supercenters, Walmart Neighborhood Markets, and Walmart Express stores. The company also operates wholesale merchandise membership stores under the Sam's Club banner. Sam's Club U.S. achieved \$53 billion in sales in the 2012 fiscal year.

GREENPEACE COMMENTS: Walmart has made steady progress over the past year, managing to rise from 12th to 11th place even while its similarly scored competitors were also showing improvement. Chief among the reasons for this progress are Walmart's exciting and progressive steps in its canned tuna inventory. By mid-May 2013, Walmart will offer fish aggregating device (FAD)-free canned skipjack tuna in more than 3,000 stores across the United States. This product will retail under the brand Ocean Naturals, the label of which will clearly indicate to customers that the tuna was caught without the use of devastating FADs. Additionally, the company is introducing Raincoast pole-and-line canned albacore tuna throughout the same range of stores. These welcome developments will offer customers even more opportunities to choose better canned tuna products, and to support more environmentally sensitive producers at the point-of-sale.

Greenpeace commends Walmart for making such a huge splash in this category; given the retail giant's astronomical size, any progressive change made in its sourcing will have significant ripple effects throughout the entire seafood industry. Between Walmart's new, more sustainable canned tuna options and Safeway's Safeway Select brand of FAD-free skipjack, the great majority of the U.S. population will soon enjoy reasonable access to affordably priced, responsibly caught canned tuna. Indeed, this is a tremendous milestone, and a great victory for the oceans.

SUSTAINABLE SEAFOOD POLICY: This is Walmart's strongest category. The retail giant's sustainable seafood policy is beginning to have effects beyond its freezers and wetcases, most notably the introduction of new lines of FAD-free and pole-and-line tuna. This is a huge development for both Walmart and the seafood industry as a whole: offering these responsibly caught alternatives on such a grand scale broadcasts a powerful message throughout the entire seafood chain of custody.

On the whole, the retailer's wild-caught policy remains weak, but Walmart claims that all of its seafood suppliers have been "actively working toward certification" since June 2012. What this vague language actually means is not well defined, but according to company representatives, Walmart is moving toward comprehensive Marine Stewardship Council (MSC) compliance for its wild-caught seafood. In the aquaculture arena, the company's entire farmed shrimp offering is Best Aquaculture Practices certified. Walmart also claims not to source from any aquaculture operations that use fish feed known to contain ingredients from forage fisheries graded "red" by Greenpeace.

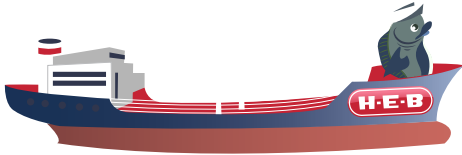
SEAFOOD SUSTAINABILITY INITIATIVES: Walmart has made small improvements in this category. It now obligates suppliers under all new contracts to deliver only seafood that conforms to the retailer's policy. Furthermore, it has taken the initiative to reach out to fisheries managers and government officials in the United States, Canada, Mexico, Chile, and Russia to focus their attention on better fishery and aquaculture improvement projects.

All that being said, Walmart has still failed to commit to chain of custody traceability, and to avoiding illegal, unreported, and unregulated (IUU) seafood products. It has neither taken proactive stances internally, nor delved into the political arena by supporting active legislation on these very issues. Given the size of the retailer, this lack of involvement is particularly worrisome. Greenpeace strongly urges Walmart to speak out in favor of key traceability legislation, such as the Safety and Fraud Enforcement (SAFE) Seafood Act, and to promote this important agenda in relevant political settings.

Walmart continues to support the Conservation Alliance for Seafood Solutions and its "Common Vision for Environmentally Sustainable Seafood," which aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries.

LABELING & TRANSPARENCY: This is Walmart's worst category. It largely fails to provide sufficient information to consumers to allow them to make sustainable choices. While the company does provide such information in-house in some instances, it is generally relegated to the online store rather than in-store signage. One notable exception is the company's new FAD-free canned tuna product, for which Walmart provides catch method information at the point-of-sale.

RED LIST SEAFOOD SALES: Walmart has made no progress in this category over the past year. The company still sells ten of the 22 red list seafood species: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, ocean quahog, redfish, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna.



Rating	Policy	Initiatives	Transparency
5 (5.4)	60.81	56.68	43.5

RED LIST SALES – 12

COMPANY HQ: San Antonio, Texas

NUMBER OF STORES: More than 340

BANNERS: H-E-B Plus!, Central Market, Mi Tienda, Joe V's Smart Shop

BACKGROUND: H-E-B is a privately held supermarket chain based in San Antonio, Texas. The company operates more than 340 stores throughout Texas and northern Mexico. H-E-B ranked number 12 on Forbes Magazine's 2012 list of "America's Largest Private Companies." Its annual revenue in 2011 was approximately \$16.8 billion. H-E-B operates Central Market as its upscale organic and fine foods retailer.

GREENPEACE COMMENTS: While H-E-B has made mild gains since its last survey, it has dropped two spots in the overall rankings (due largely to Walmart's efforts and Trader Joe's meteoric rise), sliding from 10th to 12th place.

H-E-B employs bilingual employees at its two Mi Tienda stores in Texas, placing the company in a position to more effectively champion seafood sustainability to its Spanish-speaking consumer base. Unfortunately, comprehensive in-store seafood sustainability materials are lacking in both English and Spanish.

H-E-B could better its score by improving its wild-capture sourcing guidelines and extending them to cover shelf-stable items such as canned tuna. The company could also benefit by engaging in policy efforts (such as the Ross Sea or Bering Sea Canyons pledges), and by discontinuing its remaining red list items, especially Chilean sea bass. H-E-B's policy is its strongest area, and its weakest is transparency.

SUSTAINABLE SEAFOOD POLICY: H-E-B's seafood policy, available on its website, reflects its strength in the area of aquaculture. The company continues to require that its aquaculture suppliers be certified by the Global Aquaculture Alliance or WWF. While Greenpeace does not endorse these certifications due to unresolved issues, it acknowledges that H-E-B is progressively engaged in the area of aquaculture.

H-E-B's seafood policy ostensibly includes shelf-stable items; however, the company continues to sell ocean quahog and South Atlantic albacore tuna in the forms of processed chowders and canned tuna, respectively.

Greenpeace commends H-E-B for its longstanding policy against selling GMO seafood, and urges other retailers to follow the company's lead in this area.

SEAFOOD SUSTAINABILITY INITIATIVES: H-E-B continues its admirable refusal to purchase seafood that cannot be traced back to the vessel that caught it. The company now has annual monitoring procedures in place to guarantee that its suppliers conform to its policy requirements. Finally, H-E-B is beginning to use an external third party (Trace Register) to provide audits to ensure that suppliers adhere to its policy.

H-E-B has many partners in its efforts to improve the sustainability of the seafood sector, including GAA, EDF, FMI, and the Gulf Sea Grant Program.

LABELING & TRANSPARENCY: Greenpeace commends H-E-B for including in its online FAQ an explanation of why it no longer carries orange roughy, and explicitly citing sustainability concerns. However, while H-E-B does a good job of highlighting sustainability initiatives on its website, it fails to label any of its seafood products to allow consumers to avoid purchasing destructively fished species (The exception is Gulf Wild red snapper, for which smartphone-wielding customers can track catch vessel and date of catch information via scanner-friendly labeling.). Clearly, H-E-B could do much better in communicating key information to consumers to assist them in their decisions. It is primarily due to this poor point-of-sale performance that this is H-E-B's worst category.

RED LIST SEAFOOD SALES: H-E-B lost points in this category over the past year for adding an additional red list species: bigeye tuna. The fact that the retailer is involved in a fishery improvement project (FIP) for the species is of questionable benefit, as the company has not provided any information as to the effectiveness of the FIP in question. Worse, H-E-B sells Chilean sea bass, which does not belong in any grocery store, let alone one that ostensibly cares about seafood sustainability.

H-E-B sells a dozen red list species: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, grouper, ocean quahog, red snapper, South Atlantic albacore tuna, tropical shrimp, yellowfin tuna, Chilean sea bass, and bigeye tuna.

In addition to the bigeye FIP, H-E-B is also involved with FIPs for red snapper and yellowfin tuna.



13. COSTCO

Rating	Policy	Initiatives	Transparency
5 (5.32)	62.09	49.18	31.5



RED LIST SALES – 8



COMPANY HQ: Issaquah, Washington

NUMBER OF STORES: 449 in the United States

BANNERS: Costco

BACKGROUND: Costco is the second-largest retailer in the United States and the largest membership warehouse club chain in the country. It has 449 warehouses in the United States alone, and also operates in seven other countries. In 2012, the company's annual revenue was just shy of \$100 billion.

GREENPEACE COMMENTS: Costco continues to make progress but remains in 13th place, largely due to the more rapid positive changes being made by other retailers. Over the past year, its most notable improvements have been widening its seafood sourcing policy and joining a global forum that seeks to improve the oceans. The company is still the third-worst-performing retailer in the transparency category, but its saving grace (and what keeps it from appearing lower on the charts) is that it ranks as the third-best retailer in the red list species category. In other words, regardless of its poor performance in other areas, Costco still sells fewer red list items than 17 other CATO retailers—a laudable accomplishment.

SUSTAINABLE SEAFOOD POLICY: In August 2012, Costco issued a seafood sustainability missive encompassing its fresh, frozen, and shelf-stable seafood items. The document directs an eye toward more progressive aquaculture by promoting improvements for certain farmed items. It also continues Costco's established protocol of favoring the MSC when sourcing wild-caught species. While Greenpeace does not endorse the MSC due to many unresolved issues, Costco's compliance with an outside certifier has already led to positive change in terms of the retailer's overall inventory.

Costco remains committed to the ongoing Aquaculture Stewardship Council (ASC) standard development process. Because the ASC shrimp and salmon standards are not finalized, Greenpeace does not yet have a position on their effectiveness. Ideally, both sets of standards will have a pronounced positive effect on their respective industries and the ecosystems that they impact.

SEAFOOD SUSTAINABILITY INITIATIVES: Costco was the only retailer to join the Global Partnership for the Oceans, a growing alliance of more than 100 governments, international organizations (including the World Bank Group), civil society groups, and private sector interests that intend to mobilize knowledge and financial resources to address threats to ocean health, resilience, and productivity. While it remains to be seen exactly how this coalition will address these challenges, Costco has, at minimum, taken an interest in issues such as stronger environmental criteria in aquaculture legislation and the creation of marine reserves.

Costco continues to partner with the International Sustainable Seafood Foundation (ISSF) in selecting its tuna products. Unfortunately, the ISSF has recently been plagued by several scandals, including allegations that some of its top members regularly engage in illegal, unreported, and unregulated (IUU) fishing. Greenpeace hopes that Costco can either play the role of reformer within the ISSF body, or choose new suppliers with standards more protective of the environment than those of ISSF.

LABELING & TRANSPARENCY: Costco has performed terribly in this category and needs to greatly improve the in-store information that it provides to customers. Other retailers have well-developed in-store signage and product labeling that allows consumers to make more informed choices. In this area, Costco simply follows the minimum legal requirements, and on occasion provides more information on how some of its wild seafood product are caught.

RED LIST SEAFOOD SALES: Like last year, Costco sells eight red list items: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, South Atlantic Albacore tuna, tropical shrimp, and Yellowfin tuna.

Costco participates in the shrimp and salmon aquaculture dialogues that are part of its involvement in the ASC's standard development process.

14. MEIJER



Rating	Policy	Initiatives	Transparency
5 (5.29)	59.53	53.75	45.5

RED LIST SALES – 12

COMPANY HQ: Grand Rapids, Michigan

NUMBER OF STORES: More than 200

BANNERS: Meijer

BACKGROUND: Meijer began as a small grocery shop in 1934, and has now grown to include nearly 200 stores in Michigan, Ohio, Indiana, Illinois, and Kentucky. Forbes ranked Meijer as America's 15th largest private company in 2012. As of November 2012, its annual revenue was \$14.78 billion.

GREENPEACE COMMENTS: Meijer continues to rise: not only is it now firmly in the "pass" category, it has also climbed three spots in the rankings, overtaking Kroger, Giant Eagle, and A&P to earn 14th place behind Costco. Given Meijer's position of dead last only two years ago, this improvement is indeed a sign that the retailer is taking its commitment to sustainable seafood seriously. Meijer was the third-most-improved retailer in terms of overall score from last year's report.

SUSTAINABLE SEAFOOD POLICY: For the first time, Meijer has a sustainable seafood policy, and as a result this category is now its strongest area. In fact, of all the companies surveyed this year, Meijer was the most-improved retailer in this category (But there is still work to do, as Meijer also placed 5th among overall laggards in this area.). While its wild-caught fisheries policy leaves much to be desired, Meijer has partnered with the Marine Stewardship Council (MSC), and is exploring ways to avoid targeting species that are either highly vulnerable or display very low resilience, or are described by the Food and Agriculture Organization (FAO) as overfished or depleted.

Meijer's aquaculture policy is stronger than its wild-caught policy, but still has a great deal of room for improvement. The company is in the process of finding and selling new sources of farmed seafood certified according to Best Aquaculture Practices (BAP).

Greenpeace cautions Meijer against relying too heavily on its partners and certification groups. Greenpeace does not endorse any seafood certifier at this point, namely because of the numerous problems that still exist. Meijer should create its own independent precautionary and protective standards. For example, Meijer already has a proactive internal policy of refusing to sell genetically modified seafood, if and when it becomes available on the market. Greenpeace applauds Meijer for its initiative in this matter.

SEAFOOD SUSTAINABILITY INITIATIVES: Meijer has not made any progress in this area over the last year. It does continue to require diligence and compliance from its suppliers in regard to seafood sustainability. Additionally, the company is engaged with independent third parties, such as the Sustainable Fisheries Partnership (SFP), in order to make more rigorous and effective decisions.

In the public policy arena, Meijer could benefit from demonstrating more support of ocean initiatives. Taking the Ross Sea Pledge or standing in favor of protecting the Bering Sea Canyons would be an excellent start.

LABELING & TRANSPARENCY: This is Meijer's weakest category. It has certainly made a media push to advertise its new seafood policy, and has communicated this to customers through in-store signage. However, there remains a lot of work to be done when it comes to sufficiently labeling seafood products at the point-of-sale, which would enable consumers to avoid purchasing destructively fished species. Some of Meijer's wild-caught products carry information concerning the fishing method and gear type used.

RED LIST SEAFOOD SALES: Unfortunately, Meijer has dropped the ball in this category. After a previously impressive showing of eliminating red list seafood items, Meijer actually re-introduced red snapper this last year. This disappointing decision brings the company's total red list offerings up to 12 species: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Meijer is engaged in fishery improvement projects (FIPs) with U.S. Gulf of Mexico wild-caught shrimp and bigeye tuna, though it remains unclear what proportion of its bigeye is sourced from the FIP.



15. A&P

Rating	Policy	Initiatives	Transparency
5 (5.26)	54.82	55.5	35

RED LIST SALES – 10



COMPANY HQ: Montvale, New Jersey

NUMBER OF STORES: 320

BANNERS: A&P, Food Basics, The Food Emporium, Pathmark, Super Fresh, Waldbaum's

BACKGROUND: Founded in 1859, A&P is a sizeable player in the seafood retail sector, operating 320 stores in six states: Connecticut, New York, New Jersey, Pennsylvania, Delaware, and Maryland. It posted an annual sales revenue of more than \$8 billion in the 2011 fiscal year.

GREENPEACE COMMENTS: Send out a rescue boat—A&P seems to have gone seriously off course.

In January 2013, A&P rebranded its seafood department with the slogan “So Fresh, So Healthy and So Easy,” to which one might add “...and so unsustainable.” We’re left scratching our heads here. While most supermarkets have improved their seafood sustainability since CATO VI, A&P’s score has actually dropped since last year, causing the company to plummet from 9th to 15th place. In 2012, the company stalled out in its efforts to make public its internal sustainable seafood policy (still in “mission statement” form), and its initiatives to increase point-of-sale transparency suffered similarly. Worse yet, A&P reintroduced two red list species. These developments are particularly disappointing given the progress that A&P had been making over the previous few years.

Greenpeace strongly encourages A&P to increase its participation in industry—and NGO—led conservation initiatives. One of the most effective ways for the company to enter this area would be for it to take the Ross Sea Pledge and Bering Sea Canyons Pledge, thereby refusing to source seafood harvested from either of these two sensitive areas, and publicly calling for their protection. A&P could also score big wins by taking “low-hanging fruit” steps in the areas of transparency and red list species—removing the latter rather than adding them would be a good place to start.

SUSTAINABLE SEAFOOD POLICY: Last year, A&P shared with us a mission statement that contained a pledge to refrain from selling 19 distinct species “until they are deemed sustainable,” but then reneged on that pledge by introducing two new unsustainable items to its offerings—Atlantic cod and redfish. While the company’s internal mission statement now supposedly applies to shelf-stable seafood as well as fresh and frozen, only about half of the seafood across all departments is covered in the first place, a situation that, unsurprisingly, leads to confusion.

Moving forward, A&P needs a steadier hand at the helm to put the company back on course. Not only must it develop specific benchmarks within its policy for both wild capture fisheries and aquaculture, it must also make the policy available to the general public. Furthermore, a failure to meet its own internal standards should not mean that it is time to lower expectations; rather, it should serve as a wakeup call to step up to the challenge and do better.

SEAFOOD SUSTAINABILITY INITIATIVES: This is an area where A&P could improve significantly. The retailer claims to refuse to purchase seafood from vessels on the Greenpeace blacklist (a global registry of IUU/pirate operators); however, A&P has failed to demonstrate any real progress in requiring its seafood suppliers to participate in industry improvements or to live up to the company’s mission statement. A&P has pointed out that it is exploring ways to establish annual monitoring procedures for its suppliers, and to rely on an external party to audit for compliance. It is Greenpeace’s hope that these ideas will evolve beyond the hypothetical phase and into implementation.

LABELING & TRANSPARENCY: This is by far the A&P’s worst category, as the company has struggled to implement any new standards in this area. A&P claims to provide information on seafood sustainability to its customers via in-store signage or flyers and its website, but as of April 2013, the available online seafood-related information had nothing whatsoever to do with sustainability. Likewise, the company fails to provide sufficient information at points-of-sale for customers to make more informed decisions (such as a species’ scientific name, information regarding its sustainability status, or where the stock was sourced).

RED LIST SALES: A&P’s recent actions in this category were destructive and embarrassing. The company went out of its way to reintroduce two red list species—Atlantic cod and redfish. In addition, it continues to sell Alaska pollock, Atlantic salmon, Atlantic sea scallopss, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

A&P claims to be working with the Gulf of Maine Research Institute (GMRI) on fishery improvement projects in the areas of Atlantic sea scallopss and redfish, but these claims have not been verified by GMRI.

16. GIANT EAGLE



Rating	Policy	Initiatives	Transparency
5 (5.18)	52.53	55	56.55

RED LIST SALES - 14

COMPANY HQ: Pittsburgh, PA

NUMBER OF STORES: 218

BANNERS: Market District, Get Go, Good Cents

BACKGROUND: As of November 2012, Giant Eagle had annual sales of approximately \$9.9 billion. It is one of the largest privately owned and family-operated companies in the nation, and ranked number 29 on Forbes Magazine's list of the top private U.S. companies of 2012.

GREENPEACE COMMENTS: While Giant Eagle's increased participation in the Greenpeace survey process is commendable, the retailer needs to implement reforms at a much faster pace. Giant Eagle has improved its overall score slightly since CATO VI, but has still managed to drop a couple of spots; the company now places 16th in the overall rankings (due to being left in the dust by Trader Joe's). Giant Eagle has underwhelming scores in all four categories, and could especially use significant improvement in its seafood policy and red list inventory. That being said, the company has distinguished itself by not only being involved in various fishery improvement projects (FIPs), but by providing comprehensive and compelling information as to the state and goals of those projects. Other retailers involved in FIPs could take a lesson from Giant Eagle in this area.

There are a few key reforms that Giant Eagle should implement to become a better steward of the ocean. Right off the bat, it could make substantial gains by discontinuing the sale of orange roughy and Chilean sea bass, both of which are top-tier red list species. The company also needs to develop strong internal standards for its wild-caught seafood sourcing policy, and to apply this policy to seafood throughout all departments. Theoretically, these steps should lead Giant Eagle to determine that the other red list items it sells are not consistent with protecting our oceans. Finally, to better allow consumers to make more informed decisions, the company needs to more effectively communicate sustainability information at the point-of-sale.

SUSTAINABLE SEAFOOD POLICY:

Giant Eagle's sustainable seafood policy applies to all of its wild-caught and farmed seafood, fresh and frozen, in the seafood department. Unfortunately, it does not apply to shelf-stable items or other seafood products that may be located outside of the seafood department. Applying the company's policy across the board is a logical next step for Giant Eagle to consider, as it currently ranks third-worst among all the retailers in this category.

Giant Eagle is taking steps to "green" its aquaculture policy by supporting GAA/BAP certification, and it sources some of its salmon, shrimp, and tilapia from certified farms. While Greenpeace does not endorse the GAA due to numerous unresolved concerns, we do acknowledge the importance of improving regulation and traceability within this sector. Giant Eagle has an internal policy of not sourcing genetically modified salmon or tilapia, should they become available; however, this policy does not currently extend to all genetically modified seafood.

Greenpeace urges Giant Eagle to develop more stringent standards within its seafood sourcing policy, particularly regarding wild capture fisheries, an area where the company lags behind significantly and has no internal standards to speak of.

SEAFOOD SUSTAINABILITY INITIATIVES:

Giant Eagle now ensures that all new contracts require its suppliers to deliver seafood according to company policy, which includes annual monitoring reports by external parties. Giant Eagle is a member of the Food Marketing Institute's Sustainability Task Force and Sustainable Seafood Working Group, and joined with the Ecology Action Centre (EAC) to work on the NGO's community-supported fisheries.

Given the retailer's interest in the EAC, Greenpeace strongly urges Giant Eagle to publicly pledge to avoid sourcing product from the Canadian longline swordfish fishery in light of its massive bycatch levels, impact on endangered species, and unresolved social implica-

tions. Or, as a viable and responsible alternative, Giant Eagle could partner with the EAC to support the more sustainable and equitable harpoon swordfish fishery, which operates in the same area.

LABELING & TRANSPARENCY: Giant Eagle's website includes its Sustainable Seafood Statement, which provides customers with some information on sustainable seafood. The company also provides in-store materials on its seafood operations, including point-of-sale signage detailing stock and fishing methods for wild products.

Giant Eagle once had a significant amount of information online in the form of sustainable seafood recommendations, but when they were found to be out-of-date, these recommendations were removed rather than updated. This is unfortunate, as providing such information for public view was quite a progressive decision. While Giant Eagle does label some of its products with sustainability information and certification logos, it could do far more in this area.

Giant Eagle partners with groups such as the Sustainable Fisheries Partnership (SFP), and is exploring ways to reduce bycatch among its Gulf of Mexico wild-caught shrimp suppliers.

RED LIST SEAFOOD SALES:

Unfortunately, Giant Eagle still carries an unacceptable number of red list species—14—and stubbornly holds on to 2 of the most unsustainable seafood products available: orange roughy and Chilean sea bass. In addition, the company sells Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, monkfish, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Giant Eagle is engaged in fishery improvement projects (FIPs) focusing on red snapper, yellowfin tuna, and U.S. Gulf of Mexico wild-caught shrimp.



17. SUPERVALU

Rating	Policy	Initiatives	Transparency
4 (4.87)	62.68	56.18	34



RED LIST SALES - 14



COMPANY HQ: Eden Prairie, MN

NUMBER OF STORES: More than 3,400

BANNERS: Save-a-Lot, Cub, Farm Fresh, Hornbacher's, Shop 'n Save, and Shoppers. The company's former flagship banner, Albertson's, was included during this survey process, but was recently purchased by Cerberus Capital as Albertson's LLC. Due to this change, upcoming editions of this report will focus on this new and larger company.

BACKGROUND: SUPERVALU is a supersized grocery retailer looking to refocus on its wholesale, large-scale potential. Through an extensive network of subsidiaries, SUPERVALU operates more than 3,400 stores nationwide. Its numerous banners ensure a SUPERVALU store format for virtually every consumer demographic—gourmet, hard to find specialty, bulk, and discount groceries. It brought in more than \$36 billion in annual revenue in 2012.

GREENPEACE COMMENTS: The future looks foggy for SUPERVALU. Shortly prior to the publication of this report, SUPERVALU and Albertson's parted ways, but 2012 also marked the first year that SUPERVALU responded to Greenpeace's survey. Its input allowed us to much more accurately reflect internal company initiatives, and to credit the company for its efforts. In fact, SUPERVALU deserves a golf clap for demonstrating enough overall improvement (second only to Trader Joe's) to leapfrog Kroger and move from the "fail" into the "pass" category.

Unfortunately, any praise for the company's improvement must be checked by the sobering realization that its overall ranking is still 17th out of 20. Work, clearly, has just begun.

SUSTAINABLE SEAFOOD POLICY: Overall, this is SUPERVALU's strongest category. The company is taking sustainability issues seriously, though it remains to be seen whether its policy and direction are sufficiently comprehensive in scope, and whether the company is moving fast enough.

SUPERVALU's policy currently applies to more than 75 percent of the seafood it sells, across all categories (fresh and frozen seafood and only its private brand canned tuna). It has committed to sourcing its top 20 wild-caught seafood products from fisheries that are Marine Stewardship Council (MSC) certified, in MSC full assessment, or in World Wildlife Fund (WWF) fishery improvement projects and certification programs with equal or greater standards, by 2015. Greenpeace does not currently endorse MSC certification due to its numerous unresolved issues, but does acknowledge SUPERVALU's efforts to clean up its wild-caught sourcing.

SUPERVALU has a burgeoning farmed seafood policy as well. The company's farmed seafood is at least 1-star Best Aquaculture Practices (BAP) certified, and 95 percent will be 2-star BAP certified by July 2013, if SUPERVALU is successful in executing its plan.

SEAFOOD SUSTAINABILITY INITIATIVES: Greenpeace congratulates SUPERVALU for taking a bold stand by writing a letter to the North Pacific Fishery Management Council calling for protection of the Bering Sea Canyons. Companies that are willing to speak out for these important initiatives deserve recognition.

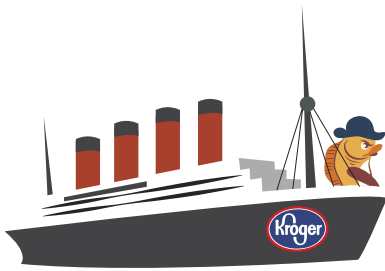
SUPERVALU requires that its suppliers adhere to its internal policy requirements, and that they submit to an annual evaluation to ensure compliance. It trains suppliers on its policy requirements, advocates for their participation in industry improvements, and encourages them to participate in Marine Stewardship Council and the Global Aquaculture Alliance certification programs. Greenpeace harbors serious doubts about the overall effectiveness of both groups, but fortunately, SUPERVALU views these certification groups as a starting point, and urges its suppliers "to participate in additional certification programs identified as having equal or greater standards as GAA and MSC."

LABELING & TRANSPARENCY: This is SUPERVALU's worst category. It has promised to debut website and in-store flyers and signage by the end of its fiscal year, which will not be until early 2014. Currently, SUPERVALU does virtually nothing to provide customers with point-of-sale information to assist them in making sustainable seafood choices. Greenpeace urges the company to provide any information—such as the seafood's sustainability status, fishing method, or farm of origin—to aid consumers in navigating the seafood department.

RED LIST SEAFOOD SALES: SUPERVALU stalled out this year on its erstwhile progress. The company still sells an uninspiring 14 of the 22 red list species, including two top-tier species: Atlantic halibut, Chilean sea bass, Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Greenland halibut, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

SUPERVALU participates in a fishery improvement project (FIP) involving yellowfin tuna.

18. KROGER



Rating

4 (4.42)

Policy

54.82

Initiatives

58

Transparency

44

RED LIST SALES - 17

COMPANY HQ: Cincinnati, Ohio

NUMBER OF STORES: 2,424

BANNERS: Kroger, Ralphs, Dillons, Smith's, King Soopers, Fry's, QFC, City Market, Owen's, Jay C, Pay Less, Baker's, Gerbes, Scott's Food & Pharmacy, Fred Meyer

BACKGROUND: Kroger operates 2,424 grocery retail stores in 31 states under nearly two dozen banners. The company is the nation's largest conventional grocery retailer, with formats including supermarkets, warehouse stores, and multi-department stores. Its 2011 fiscal year sales totaled \$90 billion.

GREENPEACE COMMENTS: Kroger has done virtually nothing to improve its overall score since last year, giving Greenpeace and other concerned parties the impression that it does not take its purported commitment to sustainable seafood seriously. Kroger made so little progress, in fact, that both Meijer and Supervalu were able to overtake the company as it slid from 16th to 18th place.

Kroger's stagnancy is particularly worrying given the massive quantity of seafood bought and sold by this retail titan. Kroger's ongoing partnership with the World Wildlife Fund (WWF) has led to a broad, long-term commitment to the Marine Stewardship Council (MSC), yet Kroger still sells a multitude of wild-caught products that are not MSC certified. Kroger has also explored moving toward a more comprehensive adoption of Global Aquaculture Alliance (GAA) aquaculture standards. While Greenpeace endorses neither the MSC nor the GAA due to a number of unresolved concerns, we acknowledge the importance of demonstrated progress within the context of a retailer's sourcing behavior.

Greenpeace is alarmed about the growing disconnect between Kroger's ostensible commitment to seafood sustainability and the environmental wreckage in the company's seafood display cases. For yet another year, Kroger has retained its dubious distinction as the worst-performing retailer in the red list category, selling an obscene 17 out of 22 red list species (as well as parrotfish, another species of tremendous concern).

SUSTAINABLE SEAFOOD POLICY:

Kroger has done nothing to improve its overall policy over the past year. To make matters worse, Kroger has a regressive policy for its canned tuna—so regressive that it actually prevents Kroger from offering readily-available and price-comparable tuna products boasting safer methods of capture, such as FAD-free or pole-and-line methods.

Kroger proudly boasts that 65 percent of its top 20 wild-caught fresh and frozen species is either MSC certified or in MSC full assessment. This is a step forward to some degree, or at least it would be if the company provided any reliable information regarding a) how this process has been implemented; b) how Kroger determines what constitutes its "top" species, and how many are actually certified as opposed to "in assessment;" and c) how many certified species are, in fact, fully rather than conditionally certified.

SEAFOOD SUSTAINABILITY INITIATIVES:

While Kroger has several sustainability partners, it is becoming increasingly clear that these entities are merely an outward symbol of purported progress, one that distracts from the company's lack of further action.

It is true that Kroger has taken the initiative to make sure that all its private label aquaculture products are Best Aquaculture Practices (BAP) Level 2 certified, and that all its major suppliers provide farmed product that is at least BAP 1-star certified. It also has sustainability requirements (in addition to its seafood policy) by which its aquaculture suppliers must abide. Still, this leaves a tremendous amount of work yet to be done, and the company's recent progress is unclear at best.

Kroger has mentioned its support for research programs and fishery improvement projects (FIP) regarding yellowfin tuna and mahi mahi, but provided Greenpeace with little information. Regardless, this category is Kroger's strongest.

LABELING & TRANSPARENCY: Beyond what is required by law, Kroger provides no significant information to consumers to help them make sustainable seafood choices. There is also a lack of transparency

within the retailer's chain of custody. While Kroger's website now offers some information on seafood sustainability, its in-store presence is weak. On a Greenpeace visit to a Food 4 Less (a banner of Kroger), our staff found only a small brochure on "Sustainable Seafood." While Kroger receives credit for its in-store signage, its efforts are a far cry from what one would expect of a retailer that claims to be "fully committed to seafood sustainability." Indeed, nothing in the brochure steers consumers toward or away certain species, but instead gives the impression that everything is fine, and that "you can feel good about purchasing seafood from the Kroger Company." That statement could only apply to the savviest and most sustainably-conscious consumers, who would be able to navigate the landmines in Kroger's freezers and wetcases.

RED LIST SEAFOOD SALES: What a disgrace. For the second year in a row, Kroger takes the cake for being the worst performer in the red list category. The company's claim to promote seafood sustainability cannot be taken seriously until it deals with the real problem posed by its staggering red list inventory. Kroger has done absolutely nothing in this category over the last year.

Our latest data indicates that Kroger sells a shameful 17 of the 22 red list seafoods: Alaska pollock, Atlantic halibut, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, grouper, hoki, monkfish, ocean quahog, orange roughy, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Adding insult to injury, 4 of the 17 species it sells are top-tier red list species. In addition, Kroger's decision to sell parrotfish is very troubling. Fragile coral reef ecosystems depend upon parrotfish to help keep algae from overgrowing corals. Parrotfish could easily have been designated a red list species when CATO was launched, only it seemed unthinkable that any major U.S. retailer would sell the species to any significant degree.

Apparently, when it comes to Kroger, even the unthinkable is likely.



19. PUBLIX

Rating	Policy	Initiatives	Transparency
3 (3.21)	25	42.5	27

RED LIST SALES – 15



COMPANY HQ: Lakeland, Florida

NUMBER OF STORES: More than 1000

BANNERS: Publix

BACKGROUND: Publix is the largest employee-owned supermarket chain in the United States, with more than 1000 supermarkets across Florida and five other southern states. Publix is neither a “big box” store nor a small neighborhood grocery, offering basics like dairy, produce, deli, bakery, and meat and seafood counters, as well as an expanding line of GreenWise Market items.

GREENPEACE COMMENTS: Shakespeare once asked what, if anything, was in a name. From Publix’s perspective, it would seem that names are meaningless indeed, as the company’s paranoia and narrow-mindedness do nothing to enhance its reputation, and make its actions, policies, and priorities anything but public.

For yet another disappointing year, Publix has continued to slide toward the jagged rocks at the bottom of the Carting Away the Oceans ranking. The company’s stubborn refusal to share information robs concerned consumers and organizations of any opportunity to understand how Publix may (or may not) be working toward a more sustainable seafood operation. The company ignores entreaties for discussion, dismisses surveys and inquiries, and offers no transparency whatsoever as to its activities in this area. To put it simply—Publix remains disturbingly private.

What we do know, however, is that Publix sells a large number of seafood species that are generally associated with serious sustainability concerns, such as shark, orange roughy, and Chilean sea bass. Publix would serve its customers, employees, and the oceans much better by ceasing its support of these destructive fisheries.

Given the aforementioned absence of any sort of transparency, all of the information contained in this report has been gleaned from the company’s annual reports, industry data, consumer surveys, publicly available information, and customer correspondence.

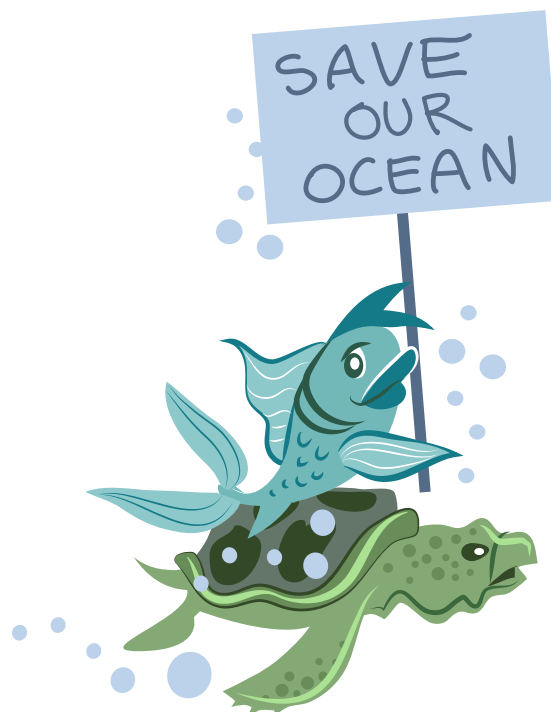


SUSTAINABLE SEAFOOD POLICY: Publix continues to lack a visible sustainable seafood policy. Although on its website the company claims to have “developed and begun to implement our seafood sustainability program,” there is no evidence as to what the program entails, how it is being implemented, or how it affects what seafood is being purchased and sold by Publix. In point of fact, the questionable offerings draped throughout the company’s wetcases seem to offer strong evidence that Publix continues to ignore the need for reform.

SEAFOOD SUSTAINABILITY INITIATIVES: Publix is working with the Sustainable Fisheries Partnership, but has not disclosed any details as to the status, objectives, or results of this exercise. And while the company does support one or more fishery improvement projects (FIPs), the purposes of these FIPs and the degree to which the retailer is committed to them are unknown.

LABELING & TRANSPARENCY: Publix does not sufficiently label seafood products so that consumers can avoid purchasing destructively fished species, and the company does not promote sustainable seafood to its customers.

RED LIST SEAFOOD SALES: Greenpeace surveys and information provided by Publix customer correspondence reveal that Publix continues to sell a miserable 15 of the 22 red list species: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallopss, Chilean sea bass, Greenland halibut, grouper, ocean quahog, orange roughy, red snapper, shark, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



20. BI-LO/ WINN-DIXIE



Rating

1 (1.15)

Policy

0

Initiatives

0

Transparency

0

RED LIST SALES – 13

COMPANY HQ: Jacksonville, Florida

NUMBER OF STORES: More than 650

BANNERS: BI-LO, Winn-Dixie

BACKGROUND: BI-LO recently merged with Winn-Dixie in a move to create a company large enough to compete with rivals like Delhaize, Harris Teeter, and Publix in the southern United States. BI-LO now operates nearly 700 stores in Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee.

GREENPEACE COMMENTS: Houston, we have a problem.

BI-LO seems to be following the treacherous precedent set by the previous management regime of the now-defunct Winn-Dixie company. BI-LO has made no efforts to acknowledge seafood sustainability, nor to participate in related efforts to any measurable degree. The company's website remains devoid of information, and its store freezers and wetcases shamelessly showcase more than a dozen unsustainable species and products.

BI-LO is the only remaining CATO company to maintain a complete and utter disconnect from seafood sustainability. Even Publix manages to surpass BI-LO in this regard.

For the record, ever since BI-LO's acquisition of Winn-Dixie, Greenpeace has reached out to the company repeatedly via email and phone, but to no avail. Attempts at communication are not working. Simple inclusion in this report and ranking system is not working. Cooperative suggestions and olive branches are not working.

We're running out of options.

SUSTAINABLE SEAFOOD POLICY: BI-LO does not have a sustainable seafood policy.

SEAFOOD SUSTAINABILITY INITIATIVES: BI-LO is not affiliated with any retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working toward seafood sustainability.

LABELING & TRANSPARENCY: BI-LO does not sufficiently label seafood products so that consumers can avoid purchasing destructively fished species, nor does it promote sustainable seafood to its customers.

RED LIST SEAFOOD SALES: Greenpeace surveys found that BI-LO continues to sell 13 of the 22 red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, grouper, monkfish, ocean quahog, orange roughy, red snapper, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



The Way Forward: **Consumers**

In a perfect world, those who take their paychecks from the oceans would have the wisdom and foresight to steward it properly for the good of all. Unfortunately, we are trapped by an industry that has run roughshod over the treasures of the deep for too long, crushing them with trawl nets, slicing them to ribbons in purse seines, and cutting their throats, thousands at a time, in the name of short-sighted profit. While some retailers have truly begun to step up and fight for a better world, others still resist the obvious and continue to plunder our oceans. Faced with this reality, it is up to consumers to make our voices heard and to demand the change we want to see.

Four simple ways to heal the oceans at your grocery store:

1) Speak your mind.

Tell your seafood merchant that you're concerned about overfishing, bycatch, and ineffectual management. Demand to know the truth behind your seafood options.

2) Know the facts.

Familiarize yourself with the Greenpeace red list items and other species of concern in your area. Refuse to compromise.

3) Vote with your dollar.

Reward seafood merchants that are taking it upon themselves to make sustainable choices. When your local store brings in a new, sustainable seafood product, give it a try, and let the team behind the counter know you appreciate it.

4) Eat thoughtfully.

Today's demand for seafood far outstrips what can be delivered from sustainable sources. While we work together to ensure that someday all seafood will be sustainable, reducing our overconsumption now can help to lessen the pressure on our oceans, ensuring fish for the future.

The Way Forward: Retailers

Retailers have the power to bring about enormous positive change in our oceans. The buying power that these companies can leverage is strong enough to rebuild depleted stocks, create protective measures for vulnerable habitat areas, and promote smart, strong fishery management across the globe.

In order to accomplish these goals, retailers must:

1) Create an effective, publicly available sustainable seafood policy.

Retailers that have sensible guidelines governing their seafood practices are better able to ensure that they are not causing undue harm to the oceans through their operations. Additionally, allowing the public access to these policies increases transparency and allows consumers to purchase seafood with confidence.

2) Support initiatives and participate in partnerships designed to promote positive change in the oceans.

Retailers can no longer afford to ignore the political process involved in ocean conservation and fishery management. If we are to safeguard our oceanic resources for future generations, seafood merchants must begin to weigh in on the side of conservation and responsible stewardship on a political level.

3) Increase overall transparency.

Sustainability is impossible to achieve without establishing strong traceability mechanisms. This traceability should be passed on to point-of-purchase, allowing seafood consumers to make educated choices based on all available information. The usage of Latin names, FAO (the UN's Food & Agriculture Organization) catch areas, and other important data helps to dispel the misrepresentation and confusion in the conventional seafood industry.

4) Stop selling red-list species.

There are some fisheries that simply should not be patronized at this time due to stock depletion, overfishing, or irresponsible fishing methods. Similarly, there are certain species of fish and shellfish that, based on their physiology and life history, are unable to support significant fishing pressure. Responsible merchants must end the sale of these animals if we are to have any chance of repairing the damage that we have done to our oceans.



ARCTIC SUNRISE

ESPERANZA

RAINBOW WARRIOR III

GREENPEACE